



Conference Agenda

Sunday October 27, 2019 – AWC Wine Tour – be sure to register if you want to attend!

11:00 am	Registration for the wine tour – Sheraton on the Falls lobby
11:30 am	Pick up at the Sheraton on the Falls
12:00 pm	Sue-Ann Staff Estate Winery, private tour, tasting, talk
1:15 pm	Rockway Vineyards, lunch with wine, private wine tasting
3:30 pm	Hernder Estates, private wine tasting, talk
5:00 pm	Honsberger Estates, tasting, three course dinner
7:30 pm	Bus departure back to the Sheraton on the Falls

Monday October 28, 2019 – Great Room Foyer, Sheraton on the Falls, Niagara Falls

9:00 - 9:30 am	Pre-conference Workshop Registration
9:30 - 11:30 am	<p>Workshop 1 – The Most Important Word You Have Never Heard Michael Bossy, President, Director of Marketing, Bossy Nagy Group Chartered Professional Accountants, Tillsonburg, Ontario The Kolbe A Index identifies the striving instincts that drive your natural behaviours and the way you problem solve. It focuses on strengths and describes “MO”, or, your mode of operation if free to be yourself.</p>
9:30 - 11:30 am	<p>Workshop 2 – Networking Plus Mary Lynn McPherson, Senior Consultant, STRIVE!, Sparta, Ontario Arggh! (inside voice) After the brief euphoria of having overcome the butterflies associated with approaching and engaging with a stranger, you’re now trapped. How do you politely disengage in order meet others in the room? Does the conversation seem as stilted to them as it does to you? Whether you relish or resist networking, it is a business development tool that has the potential to significantly influence your success. Join us for a networking plus session the morning of Day 1. The ‘plus’ part will be networking tips shared periodically during the session. Tips: on presence... for introverts... on navigating the ‘extraction’... for follow-up.</p>

- 9:30 - 11:30 am **Workshop 3 – Achieve More of What Matters Most through Leader Effectiveness**
Kelly Dobson, Chief Leadership Officer, LeaderShift Inc., Fairfax, Manitoba
 Developing high leader effectiveness allows us to achieve more of what matters most, professionally and personally. Kelly Dobson of LeaderShift will highlight what the research says about leader effectiveness and its impact on business results. Through an interactive session, participants will experience how self-awareness is developed and empowers leaders to accurately and authentically communicate, improving relationships and business performance.
- 9:30 - 11:30 am **Workshop 4 – The 7 Secrets for Business Success**
Jennifer Cook, President/Financial Advisor, Jennifer Cook & Associates Inc. Co-operators Insurance, Kincardine, Ontario
 How to differentiate yourself from your competition and captivate clients/customers: 1- create a powerful brand, 2- build a champion team, 3- network for success, 4- craft a strategy for success, 5- maximize client/customer engagement, 6- keep the dream alive and growing, 7- build a legacy.
- 9:30 - 11:30 am **Workshop 5 – Financial Management**
Denise DeJong, Vice-President, BMO Bank of Montreal, Hanover, Ontario
Sheri Griffiths, Regional President, Business Banking, Greater Ontario Region, BMO Financial Group, Toronto, Ontario
Adam Carter, Vice President, Business Advisory & Succession Planning, BMO Private Wealth, London, Ontario
- 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.
- 9:30 - 11:30 am **Workshop 6 – Stress & Self-Care in Agriculture: Supporting You and Those You Care For**
Lorna Callbeck Cross, President and Principal Facilitator, People Things Consulting, Saskatoon, Saskatchewan
Cassie Josephson, Director & Facilitator, People Things Consulting, Saskatoon, Saskatchewan
 You're stressed; the uncontrollable variables are overwhelming. Learn about the different types of stress and how it can show up in you and others around you. Share ideas on mental wellness and psychological health and safety with respect to yourself, the farm and the agriculture sector. Begin to develop a self-care plan and skills to assist with Psychological First Aid. Let's work together to build resilience in yourself and the industry.
- 9:30 – 11:30 am **Workshop 7 – Build your Brand, Achieve Success!**
Meghan Pedros, Relationship Manager, Talent Acquisition Business Banking Programs, TD Bank Groups, 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 John Deere Canada ULC**
- 1:00 - 1:15 pm **Welcome**
Dianne Finstad, Communications Specialist, Red Deer, Alberta

- 1:15 - 2:15 pm ***Unleash Your Inner Superwoman with Insights from Brainscience***
Dr. Brynn Winegard, DrBrynn.com, Toronto, Ontario
 Learn Dr. Brynn's 6 brain science secrets that will help you improve your leadership presence, become more influential, be more persuasive, and achieve your goals with greater confidence - this session is designed to help you unleash your inner superwoman! Using insights from cutting-edge brainscience, Dr. Brynn will give you better insight into how you can use your own brain more effectively to be collected, confident, and a stronger leader in all you do, at work and in life.
- 2:15 - 3:00 pm ***What would I Tell My Younger Self?***
Debra Harrison, President, John Deere Canada, Deere and Company, Grimsby, Ontario
 I would like to share my journey from a very humble beginning. Over my career, there have been many ups and downs, but regardless of the situation there has always been something to learn that allowed me to grow. In some cases, however, it takes time to appreciate the learning opportunity.
- 3:00 - 3:30 pm **Coffee and Networking – Sponsored by Cargill Limited**
- 3:30 - 4:15 pm ***Getting Mental Illness Out of the Closet***
Kevin Werner, Former Vice President of Commercial and Agriculture Banking, Toronto Dominion Bank, Calgary, Alberta
 To help the public better understand what mental illness is and is not. To also help break down the stigma associated with mental illness, recognize the symptoms, provide personal experience on mental illness and what to do about it.
- 4:15 - 5:00 pm ***Consumer Mega Trends Setting the Pace for our Food Chain***
John Scott, Chair, Canadian Agri-Food Policy Institute, Niagara on the Lake, Ontario
 An insightful glance at the trends which are driving significant change in the food supply chain from retail and food service to the farm gate. Included is a discussion on the implications the new reality holds for the industry
- 5:00 - 5:30 pm ***Creating the Fancy Farm Girl; The Stories, Tales and Fables***
Sue-Ann Staff, President/Winemaker, Sue-Ann Staff Estate Winery Inc., Jordan, Ontario
 A great wine is really a story in a glass. And that story has a cast of characters from the people that make, to the land that grows it and to the experience of those that enjoy drinking it. Hear some of Sue-Ann's tales that helped create the wines and form her winemaking philosophies.
- 5:30 - 6:00 pm ***Squashing Age-Old Stereotype...Age!***
Steph Kowalski, Agronomy Lead, Sollio Agriculture, Thorndale, Ontario
 How can someone successfully be in a leadership role when they are under 30 years old?
- 6:00 – 6:05 pm **Closing Comments for the Day - Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 6:05 - 7:30 pm **Reception**
- 7:30 - 10:00 pm **Banquet – Sponsored by TD Bank Group**
Welcome - Iris Meck, President, Iris Meck Communications Inc., and host of the Advancing Women Conference, Calgary, Alberta
Yasmin Zalac, District Vice President, TD Bank Group, Burlington, Ontario

Tuesday October 29, 2019 – Great Room, Sheraton on the Falls, Niagara Falls

- 7:00 - 7:45 am **Registration**
- 7:00 - 7:45 am **Breakfast**

- 7:45 - 8:15 am **MC Welcome - Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 8:15 - 9:15 am ***The Success-Energy Equation***
Michelle Cederberg, Health and Productivity Expert, Change Agent, Professional Coach. 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.
- 9:15 - 9:45 am ***Family, Farming and Finance: Making it All Work***
Amanda Hammell, Sr. Financing Specialist, Agriculture, RBC Royal Bank, Hanover, Ontario
Vanessa Horton, Sr. Agriculture and Agri-Business Account Manager, RBC Royal Bank, Elmira, Ontario
 Are you working full time in Agriculture, are you farming with family or your spouse, any chance you have some children running around as well? If you answered yes to any or all of the above questions than come and share in the journey as we share ideas about navigating through this busy world while forming a career, raising our children and building our farming operation.
- 9:45 - 10:15 am **Coffee and Networking – Sponsored by Dairy Farmers of Ontario**
- 10:15 - 10:45 am ***A Discussion with Two Outstanding Farmers***
Jinel Ference, Double F Farms, Kirremuir, Alberta
Kelty McKay, Willowtree Farm, Port Perry, Ontario
 Meet two Outstanding Young Farmer Winners, and hear their story about their operation and how they have set themselves up for success.
- 10:45 - 11:30 am ***Communication and Advocacy***
Nicole Zeni, Senior Manager, Strategic Sourcing, McDonald's Restaurants of Canada Ltd., Toronto, Ontario
 With increased desire for transparency around food and concerns about food affordability, communicating and engaging with guests about the quality, safety and sustainability is essential.
- 11:30 - 11:45 noon ***Women in Agriculture***
Sheri Griffiths, Regional President, Business Banking, Greater Ontario Region, BMO Financial Group, Toronto, Ontario
- 11:45 - 1:00 pm **Student/Sponsor Lunch and General Lunch – Sponsored by BMO Financial Group**
- 1:00 - 1:45 pm ***Transformation: Tackling Emerging Global Risks***
Kathy Krug, Partner and Head of Global Food and Agribusiness, Norton Rose Fulbright Canada LLP, Calgary, Alberta
 The agriculture industry is transforming before our eyes. The incorporation of blockchain, artificial intelligence, Big Data, supply chain management systems and processes to deal with ever more complex regulatory regimes and mitigate the impacts of trade disputes touch all of us - whether we are producers or leaders in commodities companies, financial institutions or service companies. Using her own transformation from farmer to award-winning journalist to partner of a global law firm, Kathy will provide a glimpse into the big issues that keep her awake at night . . . and in a constant state of transformation.
- 1:45 – 2:15 pm ***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.

2:15 – 2:45 pm

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

Sponsor Panel Discussion

- **Maureen McCutcheon, Agriculture and Commercial Banking, Business Development Specialist, CIBC, Central and Southwestern Ontario, Essex, Ontario**
- **Jenny Ose, Manager, Ag & Turf, Canadian Sales Region, John Deere Canada ULC, Grimsby, Ontario**
- **Dana Sachvie, Senior Administrative Assistant, Cargill, Winnipeg, Manitoba**
- **Yasmin Zalac, District Vice President, TD Bank Group, Burlington, Ontario**

2:45 – 3:15 pm

Coffee and Networking - Sponsored by CN

3:15 - 3:45 pm

Farming with Family

Kayla and Megan Veldman, Veldman Poultry Farm Ltd., St. Marys, Ontario

Our experience growing up on an egg, pullet and cash crop farm, navigating post secondary school in agriculture and working in the industry / continuing to farm with family.

3:45 - 4:15 pm

“What About Women in Ag: How do we involve and support more women in leadership roles in the ag industry.”

Sponsor Panel Discussion

- **Cheri Knott, Regional Vice President Personal and Small Business Banking, Bank of Montreal, Owen Sound/Hanover, Ontario**
- **Fiona Murray, VP Public & Government Affairs, Canadian National (CN), Montreal, Quebec**
- **Lisa Suffern, Financial Advisor, Lisa Suffern & Associates Ltd, The Co-operators, Listowel Ontario**
- **Steph Towers, Macksvilla Farms Ltd., Dairy Farmers of Ontario, Glencoe, Ontario**

4:15 - 5:00 pm

Life According to Me

Janita Van de Velde, Director of Strategy and Corporate Social Responsibility, Farm Credit Canada, Regina, Saskatchewan

Life’s funny, isn’t it? We stumble through our days, exuding a quiet (and perhaps unfortunate) confidence that our time on this planet is infinite. We often dream of things we’d like to pursue, and gently dismiss them with statements like, “one day...” or “soon...” or “when I finish this, then maybe...”

In this personal talk, Janita will remind us that a day will come for all of us when our time is up – that moment when it dawns on us, that this was it. That this was our one shot. If Janita could turn back the clock and find her younger self, there are things she would like her to know. These are life’s secrets, according to Janita. Bring a pen and paper.

4:45 - 5:00 pm

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