



March 23 & 24, 2020 – Hyatt Regency – Calgary, AB



## Conference Agenda

### Monday March 23, 2020 – Ballroom

- 9:00 - 9:30 am **Pre-conference Workshop Registration**
- 9:30 - 11:30 am **Workshop 1 – When is it time to start focusing on your financial future?**  
**Doll Room**  
**Devin St Louis, Vice President and Portfolio Manager, RBC Dominion Securities, Calgary, Alberta**  
The investment world can be confusing at the best of times. This presentation will speak to the unique financial priorities of women and their thoughtfulness around money. We will spend time learning about investment fundamentals and how women play a critical role in managing family finances and transferring wealth to the next generation. Finally, we will conclude with best practices that women can use to equip themselves to help navigate the current and future investment landscape.
- 9:30 - 11:30 am **Workshop 2 – Your Safety Net in Risky Times: Navigating Changing Ag Landscape with Confidence**  
**Bannerman Room**  
**Gail Schafer, Regional Sales Manager, Global Ag Risk Solutions, Olds, Alberta**  
The ag space is continuously exposed to risks like weather and markets. The last few years have presented farmers with additional challenges including difficult weather patterns, trade disruptions reducing commodity prices, delivery issues with rail strikes, increasing fixed costs and tightening bank policy on lending. The fallout for producers is lower margins, higher costs and financial stress. Let's talk about what options are out there and how we can evaluate what risk management strategies work for individual producers.
- 9:30 - 11:30 am **Workshop 3 – Achieve More of What Matters Most through Leader Effectiveness**  
**Stephen Room A**  
**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 - Farmer 4.0: Investing in the Skills to Transform Canadian Agriculture**  
**Walker Room**  
**Jessica Gerrits, Vice President, Commercial Financial Services, Royal Bank of Canada, Regina, Saskatchewan**

Most said “it will never work!” when the first tractor rolled off the production line to take over as the primary workhorse on the farm. How far we’ve come since then! Today, we face another revolution in Agriculture, with robotics and autonomy taking the drivers seat. In this workshop, we will explore the skills needed to navigate through the fourth revolution of Agriculture and learn to get comfortable in the uncomfortable position change can bring with it.

9:30 - 11:30 am

**Workshop 5 – Financial Management**

**Neilson 1 – Lower Level**

**Melanie McDonald, Vice-President & Regional Director, Trust & Estate Services (Western Canada), BMO Private Banking, Calgary, Alberta**

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

**Trish Tetz, Business Development Manager, Agriculture & Business Banking, BMO Bank of Montreal, Red Deer, Alberta**

**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 Agriculture experts through a case study using sample financial statements and tools you take back to your business and implement.

**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. Building on the case study from Part 1, using practical examples our experts will walk you through your options for future planning.

9:50 – 11:30 am

**Workshop 6 – Stress & Self-Care in Agriculture: Supporting You and Those You Care For  
Stephen Room B**

**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.

9:50 – 11:30 am

**Workshop 7 – Building your Brand, Achieve Success**

**Neilson Room 2 - Lower Level**

**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 Scotia Bank**

12:00 – 12:45 pm

**TD Photo Shop available**

**Herald Room**

1:00 - 1:15 pm

**Welcome**

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

1:15 - 2:15 pm

**Energized for Excellence: Tips to Own Your Awesome and Take it to the Next Level**

**Michelle Cederberg, Health and Productivity Expert, Change Agent, Professional Coach. Calgary, Alberta**

Michelle Cederberg has literally written the book on living an energetic and fulfilling life. Over the past 20 years she has built her career as a speaker, life coach and consultant shaking up how people approach their work and life.

Prepare to think, laugh and get energized for excellence. This keynote lights the way.

2:15 - 2:45 pm

**My Career Path: A Journey of Self Discovery**

**Cindy Benning, Group Director, Industrial & Quality Operations, Vetoquinol, Frankford, Ontario**

Cindy will discuss how she went from being an introverted science nerd, only focussing on what is black and white, to a person who believes strongly in transformational leadership and the importance of self-discovery. This change may seem like an obvious progression of a normal career path, but Cindy's story is much more complex.

2:45 - 3:15 pm

**Coffee and Networking – Sponsored by Cargill Limited**

3:15 - 4:00 pm

**Panel Discussion: Share one practical tip or regular practice you do that helps you cope/grow/be more effective in your role. Why has it worked?**

**Sponsor Panel: Representatives from:**

- **Karla Kochan, Chief People Officer, Agriculture Financial Services Corporation, Lacombe, Alberta**
- **Dana Sachvie, Senior Administrative Assistant, Government Relations, Cargill, Winnipeg, Manitoba**
- **Gail Schafer, Regional Sales Manager, Global Ag Risk Solutions, Olds, Alberta**
- **Nicole Stelter, Vice President Agriculture Service, TD Bank, Leduc, Alberta**
- **Leah Weatherill, Managing Director & Team Lead, Corporate Finance, BMO Bank of Montreal, Calgary, Alberta**

4:00 – 4:30 pm

**Never in My Wildest Dreams Did I Ever Expect This!**

**Sarah Foster R.S.T., President, Senior Seed Analyst, 20/20 Seed Labs Inc., Nisku, Alberta**

My journey and experiences as a seed analyst over the past 40 years. Navigating through changes and overcoming challenges as a woman in business.

4:30 – 5:15 pm

**Secrets of Persuasion**

**Lauren Sergy, Communication and Public Speaking Expert, Up Front Communication, Edmonton, Alberta**

Persuasiveness carries a lot of baggage: we all want to be able to persuade others, but many of us find it hard to pin down what persuasiveness actually is, while others are worried that they'll need to use tactics that feel slimy or aggressive. Get ready to bust through those myths and dial up your own persuasiveness by discovering the secrets and strategies for influencing and changing minds through connection, collaboration and authentic relationships.

5:15 – 5:30 pm

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

5:30 – 7:00 pm

**Reception in Exhibit Area**

5:30 – 7:00 pm

**TD Photo Shop available  
Herald Room**

7:00 - 10:00 pm

**Banquet – Sponsored by TD Bank**

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

**Sponsor Greetings: Nicole Stelter, Vice President Agriculture Service, TD Bank, Leduc Alberta**

## Tuesday March 24, 2020 – Grand Ballroom

- 7:00 - 7:45 am      **Registration**  
**Grand Foyer**
- 7:00 - 7:45 am      **Breakfast – Sponsored by CP**  
**End of Ballroom**
- 7:00 – 7:45 am      **“Pull up a chair”** at breakfast with a speaker and representatives from sponsoring companies and exhibitors. Just an opportunity to meet them and have simple discussion! see your list of table hosts  
Same room as breakfast.
- 7:00 – 7:30 am      **TD Photo shop available**  
**Herald Room**
- 7:45 - 8:00 am      **MC Welcome - Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 8:00 - 8:15 am      **Greetings from Breakfast Sponsor**  
**Kira Murphy, Director, Marketing & Pricing, Grain & Fertilizer, Canadian Pacific Railway, Calgary, Alberta**
- 8:15 - 9:15 am      **Building a Bridge over Troubled Waters – Understanding and Managing Workplace Stress**  
**Jane Schuette, Motivational Speaker, Executive Coach, and Self-Improvement Author, Jane Schuette And Associates, Inc., Watertown, Minnesota**  
The demands of our daily environment, the people we work with and the projects we manage, often produce stress. This session will help participants better understand the impact of stress and establish a plan to deal with and minimize the derailing that can get us off our productivity track.
- 9:15 - 9:45 am      **Women Don't Sell Farm Insurance**  
**Sherry Watty, Financial Adviser, Owner, Watty Insurance Services Ltd, The Co-operators, Abbotsford, British Columbia**  
Sherry will tell her story of how she broke through the stereotype of farm insurance being a man's world and how rose above the challenges to become a successful insurance advisor.
- 9:45 - 10:15 am      **Coffee and Networking – Sponsored by Farm Credit Canada**
- 10:15 - 10:45 am      **How to Be Incorrect in a Politically Correct World**  
**Cherie Copithorne-Barnes, CEO, CL Ranches Ltd., Calgary, Alberta**  
All too often, we as producers are made to feel that we are the bad guys in this world of political correctness. History has shown me that we can stand up for what we do and what we believe in as long as it goes with a little courage.
- 10:45 - 11:00 am      **Dr. Gina Grandy, Professor and Dean, Hill and Levene Schools of Business, Regina, Saskatchewan**
- 11:00 - 11:45 am      **Taking your place at the table: A journey of self confidence**  
**Fiona Murray, Vice President Public & Government Affairs, Canadian National (CN), Montreal, Quebec**  
In the past, too many times women either held themselves back or counted themselves out. This generation of women leaders is changing that and “taking their place at the table”. I will share some of my own personal history, but more importantly hope to encourage younger women to keep up their efforts.
- 11:45 - 12:00      **BMO Women in Agriculture**  
**Meghan Meger, Regional President, Prairies Region, BMO Private Wealth, Calgary, Alberta**
- 12:00 - 1:00 pm      **Student/Sponsor Lunch and General Lunch – Sponsored by CN**  
**Student Sponsor Lunch – Stephen Room A&B**  
**General Lunch - End of Ballroom**

1:00 - 1:45 pm

## **Outstanding Entrepreneurs Tell Their Story**

### **Diversification**

**Kent Zentner, Vice President, General Manager, Silver Sage Beef Inc., Calgary, Alberta**

Joining a panel of discussion on diversification and sustainability with our centurion family ranch.

### **A Farm Team on a Mission**

**Lynne Hilton, Hilton Ventures, Strathmore, Alberta**

Growing a multi-family farm operation with a passion and a purpose. And practising the skills of fine communication.

### **Making A Difference: Raised Right Pets**

**Mary Anne Ruud, Co-Founder & Chief Nutrition Officer, Raised Right Pets and Ruud Ranching, Vermilion, Alberta**

Our journey with Raised Right Pets from concept to market has focused on integrity to always put the pet's quality of life first. Establishing key building blocks for our businesses: people, product, processes.

1:45 - 2:15 pm

### **Living the Dream**

**Alison Sunstrum, Founder, CEO, CNSRV-X Inc., Cochrane, Alberta**

After raising a family and simultaneously bootstrapping and divesting a global agriculture business, I am now deeply intrigued by applying nascent blockchain technology in agriculture. I'll discuss how "living the dream" is now all about giving back, and paying it forward through scholarships, angel investment and mentorship.

2:15 - 2:45 pm

### **Playing David in a Goliath Market: Why women may hold the key to substantially reducing global hunger.**

**Colleen Dyck, President, GORP Energy Bars and Mixes, Niverville, Manitoba**

Colleen travelled to Kenya work alongside small-scale farmer Lucy Anyango. Her presentation explores how what she learned changed her view of agriculture and uncovered a powerful truth about women's role in reducing world hunger.

2:45 - 3:15 pm

### **Coffee and Networking - Sponsored by John Deere**

2:45 – 3:10 pm

### **TD photo Shop available Herald Room**

3:15 – 4:00 pm

### **Panel discussion: What do you see as some of the challenges ahead in the next 5 years in agriculture? How are you preparing for the challenges?**

#### **Sponsor panel: Representative from:**

- **Colleen Carey, Financial Advisor, The Co-operators, Carey Insurance Agency Inc., Vulcan, Alberta**
- **Jessica Gerrits, Vice President, Commercial Financial Services, Royal Bank of Canada, Regina, Saskatchewan**
- **Roxane Lieverse, Director and Lead – Alberta Agricultural Banking, Scotiabank, Calgary, Alberta**
- **Joan Hardy, Vice President Sales & Marketing, Grain & Fertilizer, Canadian Pacific Railway, Winnipeg, Manitoba.**
- **Janell Taylor, Territory Sales & Finance Manager, John Deere Canada ULC, Gainsborough Saskatchewan**

4:00 - 4:30 pm

### **Finding your why. Sharing your story and building your community.**

**Megz Reynolds, Advocate for Global Agriculture, Kyle, Saskatchewan**

I want to empower women to find their 'why's' and taking on the roles in their operations and in agriculture. I want to empower them to be passionate about what they do. I will provide some basics on sharing their stories and building their communities.

4:30 - 4:35 pm

### **Closing comments - Dianne Finstad, Communications Specialist, Red Deer, Alberta**