



Draft Agenda

Note: All times are Mountain Time Zone

Tuesday, November 24, 2020

- 7:30 – 7:45 am **MC Welcome**
Dianne Finstad, Communications Specialist, Red Deer, Alberta
- 7:45 – 8:30 am **The Success-Energy Equation**
Michelle Cederberg, Health and Productivity Expert, Professional Coach, Calgary, Alberta
Michelle shares an equation for success that will make you think, laugh and take action on your dreams. She will guide you through how to tap into a well of energy that will fuel every area of your life and how to slow down and learn to listen to your body to gain clarity, work better and reach your goals sooner.
- 8:30 – 9:00 am **Carrie Ann Crozier, Senior Director Supply Chain, CN, Edmonton, Alberta**
- 9:00 - 9:30 am **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.
- 9:30 – 9:45 am **Sponsor Chat - BMO**
- 9:45 - 10:15 am **My Career Path: A Journey of Self Discovery**
Cindy Benning, Group Director, Industrial & Quality Operations, Vetoquinol, London, 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.
- 10:15- 10:40 am **TBA**
- 10:40 – 11:00 am **Building Highly Effective Virtual Teams**
Laura Taylor, Dealer Development Manager, John Deere Canada ULC, Grimsby, Ontario
Virtual teams have become more and more common in today's world. Many companies have recently implemented work from home policies and this presentation will cover the keys to leading, collaborating, and communicating across an effective virtual team.

- 11:00 – 11:30 am **Investing in the Future of Agriculture**
Alison Sunstrum, Founder, CEO, CNSRV-X Inc., Cochrane, Alberta
 After successfully growing and divesting a global Animal Agriculture company founded in an Alberta garage; Alison is actively involved in championing the growth of the Canadian Digital and AgTech Ecosystem. A Founding Partner and Fellow of the Creative Destruction Lab, Venture Partner at Builders VC, San Francisco/Calgary and a community member of The51, female founder venture capital company at the forefront of changing the way female companies are funded and supported, Alison will speak about Canadian agriculture after the pandemic and investing in the next generation of start-ups.
- 11:30 – 12:00 **Thoughts at the Far End of a Diverse Career**
Erin Armstrong, Winnipeg, Manitoba
 Dr. Armstrong has spent more than 30 years working in various sectors of agriculture, in roles ranging from lab tech to research scientist to manager to CEO, and for employers ranging from a university to private companies to industry associations. Erin has also served on numerous committees and boards of directors. She will share her thoughts and insights gained from these multiple roles while looking forward to what's yet to come.
- 12:00 – 12:20 pm **Three Things to Know to Avoid Burnout**
Shelby Corey, Development Officer, 4-H Saskatchewan, Saskatoon, Saskatchewan
 As women, and especially women in agriculture, oftentimes the workload of balancing life on the farm, kids, careers, and everything else can be overwhelming. In this presentation, Shelby will share her experiences and how she managed to find balance, while providing a few tips to help you do the same.
- 12:20 – 12:40 pm **Jocelyn Velestuk, Saskatchewan**
- 12:40 – 1:00 pm **Field of Dreams**
Kristie Walker, Owner, Synergy Seeds, Souris, Manitoba
 Following the well-known saying "If you build it, they will come", Kristie's passion for agriculture spurred her to create Synergy Seeds. Her story demonstrates the power of focus, listening to new ideas and not letting fear hinder your journey.
- 1:00 – 1:30 pm **Women Don't Sell Farm Insurance**
Sherry Watty, Financial Advisor, Watty Insurance Services Ltd./The Co-operators, Abbotsford, British Columbia
 How to break through the stereotype of farm insurance being a man's world. Rising above the challenges to become a successful insurance advisor.
- 1:30 – 2:00 pm **When is it Time to Start Focusing on Your Financial Future?**
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.
- 2:00 – 2:30 pm **COVID-19 Happened, Now What?**
Sylvain Charlebois, Director, Agri-Food Analytics Lab, Dalhousie University, Dartmouth, Nova Scotia
 COVID-19 had a huge impact on the agri-food sector. This session will explore current market trends and the consequences and opportunities following this crisis.

- 2:30 – 3:00 pm **Trish Tetz, Craft Beef Company, Olds, Alberta**
- 3:00 – 3:30 pm **Increasing Personal and Professional Performance in Ag**
Kelly Dobson, Chief Leadership Officer, LeaderShift Inc., Fairfax, Manitoba
 Kelly will share what LeaderShift has learned about the state of leader effectiveness in ag and its implications individuals, families and businesses who are focused on growth and success.
- 3:30 – 4:00 pm **Build Your Brand, Achieve Success!**
Meghan Pedros, Relationship Manager, Talent Acquisition Business Banking Programs, TD Bank Group, Toronto, Ontario
 Meghan 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, add these tips and tricks to your personal development checklist.
- 4:00 - 4:15 pm **Women Entrepreneurs in Ag in Saskatchewan: Early Findings from the Women Entrepreneurship Knowledge Hub Report**
Dr. Gina Grandy, Professor and Dean, Hill and Levene Schools of Business, Regina, Saskatchewan
 The presentation will introduce conference attendees to the purpose of the Women Entrepreneurship Knowledge Hub and provide an overview of the findings of a report on women entrepreneurs in Ag in Saskatchewan.
- 4:15 – 5:00 pm **Make Your Contribution Count: Maximize Your Meaning by Creating a Social Impact**
Suzanne F. Stevens, Conscious-Contributions™ Cultivator: International Speaker, Author, and Social Entrepreneur, YouMeWe Social Impact Group Inc., Colingwood, Ontario
 Suzanne takes you on a journey to contemplate how you can contribute individually and collectively to society, to optimize your impact and live your most meaningful life. Suzanne shares an Impact Framework developed by interviewing women changemakers from 21 countries. You will hear strategies of women in agriculture and food processing and how they harness their mission to lead the change they want to see at home or abroad.
- 4:35 – 4:45 pm **MC Closing Comments - Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 4:45 – 6:30 pm **Sponsor chats and Roundtable**

Wednesday, November 25, 2020

- 7:00 – 7:15 am **MC Welcome - Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 7:15 – 7:45 am **Start Before You're Ready!**
Vicki Brisson, MSc Student, Department of Animal Biosciences, University of Guelph, Embrun, Ontario
 As a young female in agriculture and sciences, Vicki shares how setting goals, shifting her mindset, and taking on her journey one step at a time has opened doors beyond what she could have imagined.
- 7:45 – 8:15 am **Tish Collins, CEO, Associated Country Women of the World, London, England**
- 8:15 – 8:45 am **The Shawshank Entrepreneur**
Erin Romeo, Strategist and Founder, Pivot Turn Consulting Ltd, Winnipeg, Manitoba
 Drawing on lessons learned in becoming an entrepreneur, Erin will explain how your next career move starts with a single scoop of sand.

- 8:45 – 9:15 am **Building a Bridge over Troubled Waters – Understanding and Managing 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 you better understand the impact of stress and establish a plan to manage it.
- 9:15 – 9:30 am **Sponsor Chat**
- 9:30 – 10:00 am **Your Farm’s Greatest Asset: Taking Care of You**
Lorna Callbeck Cross, President and Principal Facilitator, People Things Consulting, Saskatoon, Saskatchewan; and
Cassie Josephson, Director & Facilitator, People Things Consulting, Saskatoon, Saskatchewan
 You are your operation’s greatest asset – let’s learn how to take care of you. Learn about self-care and setting intentions while Lorna and Cassie share ideas and stories from their journey through mental illness and agriculture.
- 10:00 – 10:30 am **Getting Mental Illness Out of the Closet**
Kevin Werner, Retired 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.
- 10:30 – 10:45 am **Sponsor Chat**
- 10:45 - 11:15 am **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.
- 11:15 – 11:45 am **How to Be Incorrect in a Politically Correct World**
Cherie Copithorne-Barnes, CEO, CL Ranches Ltd., Calgary, Alberta
 All too often, 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.
- 11:45 – 12:15 pm **Women in Ag Media Panel**
Karen Briere, Reporter, Western Producer, Regina, Saskatchewan
Lisa Guenther, Editor, Canadian Cattlemen, Livelong, Saskatchewan
Laura Rance-Unger, Vice President Content, Glacier FarmMedia, Carman, Manitoba
 Three ag media journalists share their perspective on ways the voice of women in agricultural media can be increased and suggestions on how women in agriculture can reach out on media channels to advocate to consumers.
- 12:15 – 12:30 pm **AGvocating for Women in Agriculture**
Kirsty McCormack, Technical Sales Manager, Quantum Genetix, Airdrie, Alberta
 An exploration of Kirsty's career and passion for agriculture, her experience in international markets and how being a woman has given her unique opportunities and perspectives in an industry traditionally dominated by men.
- 12:30 – 12:45 pm **Tiffany Martinka, St Benedict, Saskatchewan**

- 12:45 – 1:15 pm **Treena Lammers, Financial Advisor, Sun Life Financial, Outlook, Saskatchewan**
- 1:15 - 1:45 pm **Products and Solutions for a Sustainable Future**
John Uhren, Head of Sustainable Finance, Products and Strategy, BMO, Toronto, Ontario
BMO is committed to Boldly Growing the Good in Business and Life, which includes supporting our agricultural clients in innovative ways. As the lead of BMO's Sustainable Agriculture working group, John will discuss how BMO can offer unique products and solutions to help position your business for future success.
- 1:45 - 2:00 pm **TBA**
- 2:00 - 2:15 pm **Diversification**
Kent Zentner, Vice President, General Manager, Silver Sage Beef Inc., Calgary, Alberta
Kent will talk about diversification and sustainability with his centurion family ranch.
- 2:15 – 2:30 pm **A Farm Team on a Mission**
Lynne Hilton, Hilton Ventures, Strathmore, Alberta
Growing a multi-family farm operation with a passion and a purpose, all while practising the skills of fine communication.
- 2:30 – 2:45 pm **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.
- 2:45 – 3:00 pm **Following Love North of 60**
Léona Watson, 2011 Scholar, Nuffield Canada, Executive Director, Whitehorse, Yukon Territory
The Yukon is a place like no other in Canada and who would have thought that there are farmers North of the 60th parallel. Enjoy a brief tour of this majestic scenery with Léona, a young farmer and Yukon's newest outfitter, as she shares her stories and adventures.
- 3:00 – 3:20 pm **If You Bought a Drone - You Might Be As Surprised As I Was**
Fiona Lake, Founder, Rural Drone Academy, Hermit Park, Queensland, Australia
Many women who thought they would find drones difficult discovered they loved flying so much they built a drone business. Why?
- 3:20 – 4:00 pm **MC Closing Comments**
Dianne Finstad, Communications Specialist, Red Deer, Alberta