



Conference Agenda

Note: All times are Mountain Time Zone

Tuesday, November 24, 2020

- 7:30 – 7:38 am **MC Welcome**
Dianne Finstad, Communications Specialist, Red Deer, Alberta
- 7:38 – 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 **Staying True**
Carrie Ann Crozier, General Manager Operations, CN, Edmonton, Alberta
Carrie will discuss contributing to a diverse workplace and staying true to your values.
- 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 **D.A.R.E. to Reach Your Full Potential**
Sheryl Wallace, President, North America Grain, Cargill, Wayzata, Minnesota
Reaching your full potential or leading teams to sustained high performance enables stronger engagement, meaningful impact, and ultimately greater success. Sheryl will share a couple of practical ways to approach development and navigate your career.
- 9:45 - 10:15 am **My Career Path: A Journey of Self Discovery**
Cindy Benning, Group Director, Industrial & Quality Operations, Vetoquinol S.A., 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 **How to Network in a Virtual World: Tips and Best Practices**
Darlene McBain, Industry Relations Manager, FCC, Montreal, Quebec
 The coronavirus pandemic has forced us into a world where face-to-face interactions have been put on hold and networking options have been moved almost entirely online. This new normal has definitely challenged the way we build relationships and stay connected with others. With conferences cancelled and meetings postponed, this does not mean that the opportunity to reach out to current or new connections, has to be put on hold. Now more than ever, it's important to be proactive and find creative and new ways to virtually maintain and grow your existing network. This talk will help you get started with a few best tips and practices and will serve you well even when in-person events return.
- 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, a 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; Municipal Councillor, RM of Montrose; President, Bar N Ranch & Cattle Co. and Bar N Ghost Pine Ranch Ltd., 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 **Learning to Adapt**
Jocelyn Velestuk, Farmer, Professional Agronomy Consultant, Western Ag Professional Agronomy, Velestuk Farms, Broadview, Saskatchewan
 Jocelyn and her husband decided to overhaul their life and jump into farming with his parents. She will share her story of helping to create a successful farm, creating the life of an entrepreneur and managing stress when you have it all.

- 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 **Wealthy, Healthy and Wise**
Devin St. Louis, Vice President and Portfolio Manager, RBC Dominion Securities Inc., 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 their current and future investments.
- 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 **Starting A Beef Business Through COVID-19**
Trish Tetz, Tetz Cattle Co. and The Craft Beef Company Ltd., Three Hills, Alberta
 Lessons learned through the challenges and opportunities created by COVID-19. Overcoming the challenges of starting and marketing an agricultural e-commerce business in unprecedented times.
- 3:00 – 3:30 pm **Increasing Personal and Professional Performance in Ag**
Kelly Dobson, Founder, Performance Coach, LeaderShift Inc. and the National Farm Leadership Program, Fairfax, Manitoba
 Kelly will share what LeaderShift has learned about the state of leader effectiveness in ag and its implications for individuals, families and businesses who are focused on growth and success.
- 3:30 – 4:00 pm **Networking time – connect, visit our exhibitors and get a coffee!**
- 4:00 - 4:15 pm **Women Entrepreneurs in Ag in Saskatchewan: Early Findings from the Women Entrepreneurship Knowledge Hub Report**
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., Collingwood, 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.

5:00 – 5:15 pm

MC Closing Comments

Dianne Finstad, Communications Specialist, Red Deer, Alberta

5:15 – 6:15 pm

Sponsor Chats and Round Table Sessions:

5:15 – 5:45 pm

AGvisorPRO Round Table

Choosing Family or Career: Why Not Both?

A discussion on what women “want” and how they can have their needs met.

Panelists:

Lisa Shmyr - Exceed Grain Marketing

Regan Ferguson - Global Ag Risk Solutions

Karen Murray - Karen Murray Ag Services Ltd

Donna Bennett - AGvisorPRO

Chantelle Toews - AGvisorPRO

5:45 – 6:15 pm

FCC Round Table

Running, Walking and Learning to Stand Still

Training to run a half marathon is a lot like navigating the twists and turns of life. You may not always be able to predict where the path may lead but the one constant is how you choose to see each moment. Candace will share her insights on three principles she’s created to live your best life.

Speaker:

Candace Hill, Manager, Brand Planning and Execution, Farm Credit Canada

6:15 – 8:00 pm

AWC Networking Event!

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

100 Ways You Can Make a Difference

Tish Collins, CEO, Associated Country Women of the World, London, England

The reality of sustainable development in the daily lives of rural women can be challenging. This is a look at 100 ways you can make a difference in your every day life, and benefit your community.

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 – 9:45 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 and 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.

9:45 – 10:15 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.

10:15 – 10:45 am

Tips to Help Advance Yourself into Industry Board Positions

Trish Tetz, Agriculture Manager, BMO Bank of Montreal, Three Hills, Alberta

Easy-to-follow tips to help women advance as leaders in their sectors through various board positions. We'll talk about the role of women on boards and provide some helpful insights to get you started moving in the right direction.

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

Diversity and Inclusion: Delivering Business Results

Joan Hardy, Vice-President, Sales and Marketing, Grain and Fertilizers, CP, Winnipeg, Manitoba

Canadian Pacific Railway places a high value on diversity. At CP, it is well understood that people with different backgrounds and experiences bring new ideas and innovation, ultimately delivering stronger business results. CP is nurturing a diverse workforce and a culture that supports inclusion and equity, where employees have equal opportunities to succeed and advance. Joan will share some insights into CP's diversity and inclusion initiatives and practices.

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 **Finding Silver Linings**
Tiffany Martinka, Farmer, Owner, Martinka Chicks and Content Creator, Prairie Pretty, St. Benedict, Saskatchewan
 Life doesn't always go as planned. It is up to us how we choose to react and move forward.
- 12:45 – 1:15 pm **For Life. For Health. For Family.**
Treena Lammers, Advisor, Sun Life Financial, Outlook, Saskatchewan
 Hear Treena's story and how it is never too late - until it is too late - to be prepared for a life-changing event. She is going to take the thoughts that have been on your backburner and put them to action. She is passionate about ensuring you and your family have financial security through difficult times.
- 1:15 - 1:45 pm **Products and Solutions for a Sustainable Future**
John Uhren, Head of Sustainable Finance, Products and Strategy, BMO Bank of Montreal, 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 **Your Turn - Have a coffee, take a break and network!**
- 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 family ranch, established in 1910.
- 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 **Following Love North of 60**
Léona Watson, 2011 Nuffield Scholar, Executive Director, Nuffield Canada, 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.
- 2:45 – 3:05 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?
- 3:05 – 3:35 pm **Women in Ag Media**
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.
- 3:35 – 3:45 pm **MC Closing Comments**
Dianne Finstad, Communications Specialist, Red Deer, Alberta