



Conference Agenda

Note: All times are Mountain Time Zone

Monday, November 22, 2021

7:15 - 7:45 am

MC Welcome

Dianne Finstad, Communications Specialist, Red Deer, AB

7:45 - 8:15 am

Using Informal networking to build a career or business in Ag

Janice Holzschcerer, Vice President & National Head of Agriculture, Scotiabank, Listowel, ON

Informal networking is undervalued, yet Janice has built an entire career based on it. Join Janice to discuss how you are perceived and how your strengths and weaknesses are key to impacting the decisions that affect you.

8:15 - 8:30 am

Could you be an entrepreneur?

Debra Jonasson-Young, I.H. Asper Executive Director - The Stu Clark Centre for Entrepreneurship / Co-Lead Women's Entrepreneurship Knowledge Hub Manitoba, Asper School of Business - The University of Manitoba, Winnipeg, MB

Did you know that just a 10% increase in women-owned small and medium-sized businesses has the potential to add more than \$1.98 billion to the Canadian GDP? Women's entrepreneurship in Canada is an untapped economic opportunity and women in agriculture are well-positioned to make an important impact in the entrepreneurial world, resulting in personal economic freedom and security against a fast-changing career landscape.

Dulcie Price, Regional Coordinator, Women Entrepreneurship Knowledge Hub, Asper School of Business, University of Manitoba, Winnipeg, MB

To be an entrepreneur is not easy, however, having a concept or product unlike anyone else is the first step in thinking you could be a self-reliant entrepreneur.

8:30 - 9:00 am

The Power of Authentic Connections. The Shift from Return on Investment to Return on Human Connection

Roxanne Derhodge, Mental Health and Wellness Specialist, Roxanne Derhodge Consulting, Niagara Falls, ON

Authentic Heart Based Leaders focus on relationships and the bottom-line results fall in place based on their ability to connect.

9:00 - 9:30 am

Advancing Women Fireside Chat

Jeanne Beker, Iconic Fashion Journalist & Host, Toronto, ON

Join Dianne Finstad for a discussion with Jeanne Beker, one of the most influential women in the fashion industry - in Canada and around the world. From launching a television series to editor-in-chief, authoring 5 books, creating her own fashion lines, receiving numerous awards, named to the Order of Canada and Canada's Walk of Fame to name only a few distinguished titles, Jeanne has a message for each one of us.

9:30 - 9:56 am

Networking break - have a discussion with speakers, sponsors and other delegates

9:56 - 10:16 am

It's YOUR turn! A loving message about putting yourself first.

Cheryl-Ann Lovie, President, It's My Turn, Woodstock, ON

Living in a constant state of overwhelm? Wake up screaming and you weren't even asleep? Feeling like you're in the back seat of your own life? Cheryl-Ann has been there, and still has the scars to prove it. And she has a message that just might change your life. Or at least put you in the driver's seat again!

Cheryl-Ann Lovie, or as her friends call her "Warrior In Heels", definitely knows what it feels like to live life in the stress lane. Building a successful HVAC business in a male-dominated industry, while raising her children, and taking care of aging parents, has definitely taught her a few things about resilience. Today she will share a story about the time life sent her a wake up call, and she learned the hard way what happens when you ignore the most powerful asset you have - yourself.

Her take-off-the-face-and-get-real message will empower you to live a life on your own terms, and have the courage to put YOU first. Are you ready? Because it's YOUR turn.

10:16 - 10:50 am

SOS Managing my Stress

Jane Schuette, MA, DTM, Building YOUR Brilliance Speaker, Coach, and Author, Jane Schuette and Associates, Inc., Watertown, MN

The constant change and uncertainty in the world require a back-to-basics approach to stress management. This presentation will energize and motivate you to apply a practical and research-backed strategy for sailing through your stress so it stops swamping you.

10:50 - 11:20 am

How to Listen to Life's Whispers and SWERVE to a Career and Life You Love

Lauren McCreery, Founder & Professional Coach, Swerve Coaching & Consulting, Canmore, AB

Life always sends us small messages, hints or "whispers" to help guide us, but we often silence the message and wind up suffering the consequences. Lauren will share how she went from stressed and burnt out to making her career and lifestyle dreams come true. Coach Lauren will share the key steps you can take to confidently seek what you want out of your career and life.

11:20 - 11:50 am

Discovering Your Speaker's Edge

Lauren Sergy, Communication and Public Speaking Expert, Up Front Communication, Edmonton, AB

Many people assume that great communicators are born, not made, but nothing could be further than the truth. In this inspiring and practical talk, you'll learn how to dig into your innate communication strengths while boosting your skill and confidence so you can make your voice heard!

- 11:50 - 12:30 pm **Networking break - have a discussion with speakers, sponsors and other delegates**
- 12:30 - 12:45 pm **The Upside of Challenge**
Janice Bartley, Founder, Foodpreneur Lab, Scarborough, ON
With her wealth of experience in the food sector, and the support she has provided to women entrepreneurs, Janice joins us to discuss how your belief system affects your outlook. She believes that everything serves a purpose, whether you like it or not – and she will help you “run your own race”.
- 12:45 - 1:05 pm **When a door opens**
Mireille Leroux, Co owner of Ferme l'Artisan Farm and Farm manager for Ferme avicole MS Leroux Ltée, Fournier, ON
At age 30, an unexpected door opened up to Mireille - the opportunity to carry on with the family farm. It wasn't in the plans, at all. Six years later, 3 new barns were built, a kid, 3 businesses to run and why would she still would do it again.
- 1:05 - 1:20 pm **Always in a pickle. Is the jar half full or half empty?**
Christine Manning, Co-founder, Manning Canning Kitchens Inc., Toronto, ON
Just under a decade ago, Christine Manning walked away from her successful 20 year marketing career to make pickles like her mom and her Nonna used to do when she was growing up. Over the past eight years her business (Manning Canning) has grown and you can find her products in over 250 stores in Ontario. One of the largest challenges she faced as her business grew was finding reliable commercial kitchen space - so she opened her own. And today over 40 small businesses prepare their products in the facility for sale to consumers. She believes a rising tide lifts all boats and her goal is to help support local agriculture and small food businesses expand and thrive in today's market where customers seek out local.
- 1:20 - 1:35 pm **Becoming CFO of Prisum Coatings**
Shevy Horowitz, CFO, Prisum Coatings Canada Inc., Holland Landing, ON
Shevy will share her empowering story of overcoming hardships, making mistakes and moving forward. Her powerful story will teach you that you can do anything, and she will guide you through how she did! She not only overcame many obstacles but grew and thrived. Her presentation will inspire and motivate you!
- 1:35 - 2:05 pm **Managing Expectations in Uncertain Times**
Angela Bedard-Haughn, Dean and Professor, College of Agriculture and Bioresources, University of Saskatchewan, Saskatoon, SK
A major source of stress - both personal and professional - is when there is a disconnect between expectations (of ourselves and of others) and reality. How can we manage and communicate about expectations to mitigate stress while navigating a world fraught with uncertainty?
- 2:05 - 2:30 pm **Networking break - have a discussion with speakers, sponsors and other delegates**

2:30 - 3:00 pm

Table Talk Session 1

Be 100% YOU-Building Your Professional Brand

Philomena Morrissey Satre, Director of Diversity-Equity-Inclusion, Land O Lakes, Arden Hills, MN

Plan on joining this interactive workshop to explore the elements of Building Your Professional Brand in Life and Work! To be truly memorable and impactful your brand should represent who you are today and who you want to become. We will dig deeper into 7 practical strategies to accomplish this. There will be time to learn and practice.

3:00 - 3:30 pm

Table Talk Session 2

Human Resources Management Strategies and Best Practices for Farm and Agriculture Organizations.

Alicia Lauriault, Business Advisor, CFIB, Toronto, ON

Virginia Labbie, Senior Policy Analyst, Agri-business, CFIB, Regina, SK

Increase your odds of success by building on your business's strongest asset, its workforce. We will explore how to develop and implement an effective human resource management strategy to help your organization thrive.

3:30 - 4:00 pm

Table Talk Session 3

Transformation: the next evolution in your business.

Vanessa Grant, Partner, Norton Rose Fulbright Canada LLP, Toronto, ON

Lorelei Graham, Partner, Norton Rose Fulbright Canada LLP, Toronto, ON

Darren Hueppelsheuser, Partner, Norton Rose Fulbright Canada LLP, Calgary, AB

Our panel of experienced lawyers will explore three critical legal areas businesses must consider as they contemplate a transition:

- Structure,
- Third party investment and
- Governance, tax impacts and branding

Whether you are transitioning your farm, reorganizing or taking your business to the next level, bring your legal questions and join the panel for an interactive discussion.

4:00 - 4:30 pm

Table Talk Session 4

Retirement and Succession Planning

Tamara Court, Manger, Investment and Retirement Planning, Royal Bank of Canada, Brantford, ON

June Audette, Regional Manager, Global Asset Management, Royal Bank of Canada, Toronto, ON

Erin Ryan, Investment Retirement Planner, Royal Bank of Canada, Chatham, ON

It takes time, care and expertise to create a farm succession plan that meets the need of both the incoming and outgoing generations. No matter where you are on your succession journey, we have experienced and knowledgeable Financial Planners to help you make the next move. Join Erin, June and Tamara for a lively discussion on succession planning, learning some investing strategies to invest in you and women's role in today's economy.

4:30 - 5:00 pm

Table Talk Session 5

Stepping up: The challenges of leadership

Sandra Dyck, 4D Farms, Springstein, MB

Susan Schafers, STS Farms, Parkland County, AB

Karen Summerfield, Research and Knowledge Mobilization Officer, Egg Farmers of Canada, Ottawa, ON

Leadership opportunities can come our way, but there can be several challenges that come along with stepping up into leadership roles. In this Table Talk session, we'll talk with some women in agriculture about the challenges they faced when stepping up into leadership roles, and the strategies or tools they found really helpful to address these challenges.

5:00 - 5:30 pm

Table Talk Session 6

Developing Your Personal Brand

Arvel Lawson, Regional Sales and Account Manager, Bayer Crop Science, Mannville, AB

Are you deliberate about creating and sharing your personal brand? Do you take time to consider how you show up at work? By embracing your unique and impactful contributions to the world and learning to confidently share your brand story, you take a critical step in accelerating your career. Though this may feel uncomfortable at first, the positive impact of cultivating your personal brand outweighs the risk...and it gets easier with practice!

5:30 - 5:45 pm

MC Closing Comments

Dianne Finstad, Communications Specialist, Red Deer, AB

5:45 - 8:30 pm

AWC Networking Event!

Tuesday, November 23, 2021

7:00 - 7:30 am

Table Talk Session 7:

See It. Be It. Challenging Stereotypes + the Ask/Give Concept

Anita Kemp, Program Lead – WEKH Alberta, Women Entrepreneurship Knowledge Hub (WEKH), Calgary, AB

Dr. Amanda Williams, Assistant Professor, Mount Royal University, WEKH Alberta Hub, Calgary, AB

From funding and training, to the aspirations and confidence of women, entrepreneurial stereotypes have far-reaching effects on women's experiences with entrepreneurship. During this session, Anita and Amanda will discuss the gendered and culturally specific assumptions about entrepreneurship. They will also talk about the power of personal story in challenging these stereotypes and promoting transformative change.

- 7:30 - 8:00 am **Table Talk Session 8:**
Be Curious, Be Courageous and Figure out what Balance Works for You
Pam Arpin, Vice-President and Chief Information Officer, Canadian Pacific (CP), Calgary, AB
 Pam will speak about her career path and how curiosity led her to her current role and how along that path she took the opportunity to be courageous and take risks and how she is paying it forward to other woman that are coming up through the ranks in their careers. In talking about balance, it is all in how we define it and it is different for everyone.
- 8:00 - 8:30 am **Table Talk Session 9:**
Honing Your Skills in Farm Risk Management
Perri-Rae Boell, Financial Advisor/Owner, The Co-operators, Pembroke, ON
Sherry Watty, PFA, Financial/Insurance Advisor, Agency Owner, Watty Insurance Services Ltd, The Co-operators, Abbotsford, BC
 Sherry and Perri-Rae will help you learn ways to build a protective fence around your farm; which help you leave a legacy for your family.
- 8:30 - 8:45 am **MC Welcome**
Dianne Finstad, Communications Specialist, Red Deer, AB
- 8:45 - 9:15 am **Choose to Express Your Feminine Power**
Suzanne F. Stevens, Conscious Leadership & Social Contribution Cultivator, YouMeWe Social Impact Group, Collingwood, ON
 From Suzanne's extensive interviews with women leaders in twenty- five countries, she will share eight practices that women who transformed their organizations and communities embrace. You will gain increased confidence to liberate your authentic power and show up as the best version of you, at home, at work, and in your community.
- 9:15 - 9:45 am **The Makeup of a Successful Investor - Financial Management & Independence**
Candice Jay, CIM, FCSI, MFA-P, Vice President, CC&L Private Capital, Toronto, ON
 Explore the principles of investing and behavioral biases that appear for investors and how to best overcome them.
- 9:45 - 10:15 am **Byte-sized Lessons on Leadership and Livelihood**
Wafaa Mamilli, Executive Vice President and Chief Information and Digital Officer, Zoetis, Parsippany, NJ
 Growing up in Morocco, Wafaa Mamilli loved books and leaned into the unknown. Being fluent in Arabic, French and English, she embraced her passion for different cultures and computer science, which transported her to new countries and science-based careers. But it took it took a balance of humility and confidence to ultimately shape her success as Chief Information and Digital Officer of Zoetis, the world's largest animal health company – where she quickly learned that “pens” were an important staple of livestock farming in a digital world. Wafaa's life lessons to keep learning, stay authentic, and pay it forward will resonate with women in ag and aspiring leaders everywhere.
- 10:15 - 10:45 am **Networking break - have a discussion with speakers, sponsors and other delegates**

- 10:45 - 11:15 am **Learning to be comfortable in the uncomfortable.**
Heather Van Nest, Director, John Deere Financial Sales US/Canada, John Deere Financial / Deere & Company, Apex, NC
 In 24 years as a professional in the Agricultural industry Heather has had to learn to be comfortable in uncomfortable situations both personally and professionally. It has taken time, learning and adapting however today she thrives in the uncomfortable, the grey area the place that creates the future.
- 11:15 - 11:35 am **Challenge Accepted**
Lori Robinson, Farm Manager, Eric C. Robinson Inc., Albany, PEI
 Life is full of challenges. Before the age of 26, I was diagnosed with a chronic illness, chose a career that was exceedingly male dominant, and lost my father in a tragic car accident just 3 months after joining him in our family's agricultural business. At a young age, I learned that how I chose to face life's challenges would either make me or break me.
- 11:35 - 11:50 am **Be Brave & Repeat: An introvert's perspective on the guide to entrepreneurship**
Tomina Jackson, Co-Founder, Rolling D Workwear, Russell, MB
 Tomina walks us through how she let go of her doubts and harnessed her power as an introvert to successfully co- found a workwear business for all the extraordinary women who work outdoors.
- 11:50 - 12:20 pm **Breaking the Silence on Mental Illness: Understanding Depression within Your Team during Change and Challenge - Part 1**
Beverly Beuermann-King, Mental Health and Resiliency Expert, R 'n' B Consulting - Work Smart Live Smart, Little Britain, ON
 Just over one in ten adults will experience Depression at some point in their life, and those experiencing Depression often feel distant from colleagues, friends and loved ones. Discover the subtleties around mood, blues, and depression.
- 12:20 - 12:50 pm **Networking Break - catch a break and have a discussion speakers, sponsors and other delegates**
- 12:50 - 1:20 pm **Breaking the Silence on Mental Illness: Bringing Supportive Conversations to the Workplace - Part 2**
Beverly Beuermann - King, Mental Health and Resiliency Expert, R 'n' B Consulting - Work Smart Live Smart, Little Britain, ON
 Discover how to be supportive when you suspect that someone is struggling and become comfortable with having a conversation in a non-judgmental and supportive way, so that you can promote a productive, engaged, and psychologically healthy workplace. Learn strategies using the A-L-E-C model for addressing the issue of mental health in a supportive, open and confident way.
- 1:20 - 1:30 pm **Greetings from your host**
Iris Meck, Director of Conferences, Glacier FarmMedia, Calgary, AB
- 1:30 - 1:50 pm **A Quick Update from the 2020 Agronomist of the Year**
Wendy Kostur, Senior Agronomist, 360 Ag Consulting, Gilbert Plains, MB When anyone asks how we survived during Covid, our story is "all these really good things kept happening to us!" Wendy's story also includes how attending Advancing Women In Agriculture changed her life.

1:50 - 2:20 pm

Courage to Care: Leaning in to the Topic of Inclusion

Leslie Coleman, Vice President, Equity, Diversity & Inclusion, Nutrien, Loveland, CO

Talking about topics like gender, race, sexual orientation, and class can raise anxiety for many people, and yet we must have the conversation in both our personal and professional lives in order to be more inclusive and change the world for the better. What are the fears and common pitfalls that keep us from broaching courageous conversations?

2:20 - 2:50 pm

The Changing Business of Agriculture

Karen W. Taylor, Director, Corporate Finance, Agriculture and Agribusiness, BMO Bank of Montreal, Abbotsford, BC

Discussion on why new graduates are choosing agriculture as their career; what has changed in agriculture, and how can BMO (as the largest agricultural lender in North America) continue to support agriculture and agribusiness through change.

2:50 - 3:20 pm

A Career Well-lived: Let your natural skills shine; Prove your worth; Say yes to opportunities.

Trish Jordan, Senior Business Partner, Government & Industry Affairs, Bayer Crop Science Inc., Winnipeg, MB

Looking back on a career in Canadian agriculture that has spanned 37 + years, it is a good time to reflect on what worked and what didn't. Trish will walk you through her path and share the skills that worked for her in building a meaningful and impactful career. Loaded with serendipity, a ton of luck, and a little personality and confidence to "go for it," Trish's career story will be sure to inspire you down your own path.

3:20 - 3:50 pm

Rising Above the Depths

Megan Menzel, Marketing Manager, Corporate and Commercial, FCC, Regina, SK

Megan provides an intimate and introspective view of her journey navigating through anxiety and depression with a focus on the voyage to recovery. With staggering stats that by age 40, roughly 50% of Canadians will have or have had a mental illness, Megan made a promise to herself that she would support normalizing the conversation on mental illness. Megan uses her experience to give a voice to those who need it and shares strategies that worked for herself and the people that supported her.

3:50 - 4:20 pm

Table Talk Session 10 Risks of Social Media

Danielle Graff, Partner, MLT Aikins LLP, Regina, SK

Understanding and managing the legal risks and opportunities associated with using social media for business purposes.

4:20 - 4:50 pm

Table Talk Session 11 Value-added Opportunities: From Possibility to Reality

Trish Tetz, Agriculture Manager, Agriculture & Agri-Business, BMO Financial Group, Olds, AB

Trish will have an open discussion on how to enhance your existing business, and how to take an idea outside of your core business structure and make it part of your business model.

4:50 - 5:20 pm

Table Talk Session 12

What's the secret to being a successful entrepreneur?

Denise Dewar, Innovation Advisor, Bioenterprise Canada, St Thomas, ON

There are fundamentals of starting a business. But if it were that easy, wouldn't everyone be doing it? In this talk we will engage in a conversation beyond formulas and begin to look for the entrepreneurs "trim tab".

5:20 - 5:30 pm

MC Closing Comments

Dianne Finstad, Communications Specialist, Red Deer, AB