



Advancing Women

In Agriculture
Conference

AWC WEST 2022: Hyatt Regency, Calgary, June 21 & 22, 2022



June 20, 21 & 22, 2022 Conference Agenda

Monday June 20, 2022

- 3:00 – 8:00 pm **Registration Open**
- 7:00 – 8:30 pm **Student Sponsor Reception**
The Importance of Networking and Building Strong Relationships
Cassidy Rochemont, Client Relationship Manager, Scotiabank, Olds, Alberta
Cassidy Rochemont shares her experiences and tips on how to make the most out of your time at AWC. A successful conference starts with your connections and we are here to help you create them.
All students and sponsors welcome.

Tuesday June 21, 2022

- 7:15 – 8:15 am **Invitation only “Pull up a Chair Breakfast”**
- **Nutrien & Judy Riege**
- 7:30 – 10:30 am **General Registration, Continental breakfast and Networking - Sponsored by BMO**
- 8:30 – 10:00 am **Workshop 1**
Leadership Awareness Strategies: ROR +
Roxanne Derhodge, CEO, Roxanne Derhodge Consulting, Niagara Falls, Ontario
The ROR + Program is designed to elevate a leader’s ability to enhance their capacity to connect with others. A leader’s understanding of their legacy story enables them to create their values alignment within their culture.
- 8:30 – 10:00 am **Workshop 2**
Connected Conversations: From fables and frustration to clarity, commitment and confidence
Judy Riege, Connector - Coach – Educator, Connected Leaders, Calgary, Alberta
Communication is the connective tissue of businesses, teams and relationships. Since none of us were born with the superpower ability to read minds, our ability to make visible the thoughts, ideas, opinions and needs in conversation is a critical skill that will keep you out of a perpetual cycle of frustration and unhealthy conflict or drama and into the flow of "7 levels of communication".
- 8:30 – 10:00 am **Workshop 3**

Ageism in the Workplace

Lori Free, Senior Director Equity, Diversity and Inclusion, Nutrien, Calgary, Alberta

This presentation will provide an overview of biases we see and experience in the workplace with older candidates and employees.

8:30 – 10:00 am

Workshop 4

Hiring for Success and Engaging the Right Partners

Jolayne Farn, HR Manager, Van Raay Paskal Farms Ltd., Picture Butte, Alberta

Natalie Loman, Client Relationship Manager, Scotiabank Agriculture Team, Lethbridge, Alberta

Celeste Wilson, Client Relationship Manager, Scotiabank Agriculture, Edmonton, Alberta

When it comes to your business, you make the decision as to who completes your team, both through hiring employees and engaging key business partners. This session is designed to provide an enhanced understanding on how to navigate everyday employment challenges, most notably the talent shortage and the temporary foreign worker program. We will share first hand experience with the temporary foreign worker program and share best practices to how successfully engage and empower these employees from a retention lens. Our goal is to provide you with the tools you need to hire and engage your team for success.

8:30 – 10:00 am

Workshop 5

How to Pitch to Investors

Joanne Fedeyko, Founder, Canadian Women's Network, Burlingame, California

When is the right time to build a network in with investors and how do you start? What are common and critical mistakes Canadian companies make when pitching to investors? What are investors looking for - what impresses them - how do you market to them?

8:30 – 10:00 am

Workshop 6

Show up as your BEST self: Leveraging your personal brand through the art of networking.

Meghan Pedros, Manager, Business Banking Programs, TD Bank Group, Toronto, Ontario

The pandemic has undoubtedly left many feelings of uncertainty in the world, which can also affect our mental health and productivity as a result. Now is the time to shift priority, focus on ourselves and "show up" everyday. Join us as we identify basic but important fundamentals to build your confidence and enhance your personal brand through the art of networking.

8:30 – 10:00 am

Workshop 7

So You Want to be on a Board...

Kristal Allen, Partner, MLT Aikins, Calgary, Alberta

Board diversity is critical to avoiding "groupthink" and enhancing organizational performance. Yet, women continue to be underrepresented on Canadian boards. If you've ever considered joining a board, join us for a discussion about how to apply your unique skills to an organization, and make an impact as a director.

10:00 – 10:30 am

Coffee and Networking Break - Sponsored by Scotiabank

Photo shop - Sponsored by TELUS Agriculture

10:30 – 10:45 am

MC Welcome

Dianne Finstad, Communications Specialist, Red Deer, Alberta

10:45 – 11:30 am

Energized for Excellence

Michelle Cederberg, Health and Productivity Expert, Live Out Loud, Inc., Calgary, Alberta

This engaging and funny keynote helps you recognize your own excellence in a bigger way, then shares strategies to boost energy, focus, and confidence so you can show up as a leader and strive for success in all you do.

11:30 – 12:15 am

Core Values and Future of Women in Agriculture

Sandip Lalli, Sustainability, Finance, Risk & Strategy Senior Executive with Global Experience, Former Executive Vice President and Chief of Staff to the President & CEO, Nutrien; Independent Board Director and Chair of Audit Committee, Royal Canadian Mint, Calgary, Alberta

Understanding your core values to navigate your career is essential to making any contribution. For women in agriculture to carve out careers that move the industry forward and deliver value in each interaction.

12:15 – 1:15 pm

Lunch - Sponsored by Cargill Limited

- 1:15 – 2:00 pm **Commanding Confidence: How Women Can Build and Leverage Leadership Presence**
Lauren Sergy, Communication Expert, Up Front Communication, Edmonton, Alberta
 Leadership Presence is that "X Factor" that helps people command the attention and confidence of those they're interacting with. In this session, you will learn the building blocks of Leadership Presence and how to strategically cultivate and use it in your working life.
- 2:00 – 2:35 pm **Panel discussion: Agriculture is a broad and dynamic industry that is constantly changing. What can women do to be the most effective leaders in today's environment?**
- **Donna Wytinck, Regional Grain Advisory Services Leader – Manitoba, Cargill MarketSense, Carman, Manitoba**
 - **Andria Karstens, Marketing and Operations Manager, Bayer CropScience, Battleford, Saskatchewan**
 - **Leah Weatherill, Managing Director & Team Lead, Western Canada Agriculture and Agribusiness, BMO Bank of Montreal, Calgary, Alberta**
- 2:35 – 3:20 pm **Achieving Breakthrough Performance**
Christine Gillespie, VP, Transportation, Distribution & Logistics, Nutrien, Calgary, Alberta
 As women, we are often under pressure to achieve results that are even greater than the norm. Christine will share her experiences in achieving breakthrough business performance while breaking gender barriers.
- 3:20 – 3:50 pm **Panel discussion: Agriculture is a broad and dynamic industry that is constantly changing. What can women do to be the most effective leaders in today's environment?**
- **Kelly Smith-Fraser, Board Chair, AFSC, Red Deer County, Alberta**
 - **Tanya McDonald, Interim Vice President, Academic and Research, Lakeland College, Vermilion, Alberta**
 - **Stephanie Roediger, Director Canadian Grain, Canadian Pacific Railway, Minneapolis, Minnesota**
 - **Melissa Reinhardt, Manager, Business Development, Farm Credit Canada, Red Deer, Alberta**
- 3:50 – 4:20 pm **Coffee and Networking Break - Sponsored by FCC**
Photo Shop - Sponsored by TELUS Agriculture
- 4:20 – 4:50 pm **Own Your Own Story: Inspiring Tales from Rural Women**
Katelyn Duban, Farmer, Duban Farms Ltd., Entrepreneur, Wild Rose Farmer Inc., Host, the Rural Women Podcast, Coalhurst, Alberta
 Katelyn shares the invaluable lessons learned from 100+ interviews through Rural Women and shares how to own your story in agriculture.
- 4:50 – 5:30 pm **Panel Discussion: Agriculture is a broad and dynamic industry that is constantly changing. What can women do to be the most effective leaders in today's environment?**
- **Jenny Ose, Director, Marketing, John Deere, Olathe, Kansas**
 - **Jennifer Mercer, General Manger, Joffre Nitrogen Operations, Nutrien, Joffre, Alberta**
 - **Kristal Allen, Partner, MLT Aikins LLP, Calgary, Alberta**
 - **Roxane Lieverse, Director and Lead – Alberta, Agricultural Banking, Scotiabank, Calgary, Alberta**
- 5:30 – 5:35 pm **Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 5:35 – 7:00 pm **Reception**
Photo Shop - Sponsored by TELUS Agriculture
- 7:00 – 10:00 pm **Banquet – Sponsored by TD Bank Group**
Guest speakers
Dianne Finstad, Communications Specialist, Red Deer, Alberta
Sponsor Welcome - Nicole Stelter, Vice President Agriculture Services Alberta, TD, Leduc, Alberta

Wednesday June 22, 2022

- 7:30 am **General Registration Opens**
- 7:30 – 8:30 am **Invitation only “Pull up a chair” Breakfasts**
- **AFSC & Judy Riege**
- **MLT Aikins & Amanda Butt**
- **Dentons & Sandip Lalli**
- 7:30 – 8:30 am **Continental Breakfast**
- 8:30 – 8:45 am **Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 8:45 – 9:30 am **Leadership is a Mindset, Not a Position: Let's get fierce and fired up about the future.**
Judy Riege, Connector - Coach - Educator, Connected Leaders, Calgary, Alberta
The future of leadership is fast, fired up and human: clarity, communication and connection will be key to our shared success. Our beliefs and behaviours of "niceness" will put the brakes on our ability to feel the power of acceleration and to realize just how much power we have to drive forward, be fierce and build confidence and commitment in ourselves and others to create value and realize results.
- 9:30 – 10:00 am **Leader Panel**
Building AGRO SYSTEMS INC.
Victoria Ross, CEO, Founder, AGRO SYSTEMS INC., Crossfield, Alberta
Victoria will share the Origin Story of her company aGRO Systems Inc. The challenges and successes she has faced in its growth as a 20 year old woman with no credit and no idea what she was doing leading the charge
- The Journey of Heard Wellness Through Horses**
Amy Monea, Heard Wellness Through Horses & Rafter U7 Ranch and Wellness Centre, Carstairs, Alberta
It started with a dream that just would not leave, the support of family and friends, and a much slower than anticipated process of building a business alongside a family and a farm. I will share some stories of how building the business has helped build me as a professional and person.
- 10:00 – 10:30 am **Coffee and Networking Break - Sponsored by John Deere**
Photo Shop - Sponsored by TELUS Agriculture
- 10:30 – 11:15 am **The Power to Choose: Breaking the Myths of Personality**
Jane C. Schuette, Jane Schuette and Associates, Inc., Watertown, Minnesota
We have the power to choose our values, attitudes, and behaviors. Too often we relinquish the power to choose by saying, “That’s just who I am!” Frequently, we are simply falling victim to childhood myths, misguided messages from others, or personality assessments.
- 11:15 – 11:45 am **Bringing Women Back to Beer**
Amanda Butt, VP of Operations, Supply Chain, and Human Resources, Moosehead Breweries Ltd., Saint John, New Brunswick
For millenia, it was solely women who brewed beer, so how did we get to the current landscape of this industry and how do we bring more women back to brewing? This is the story of beer through the ages, and my own experience finding my place in beer's rich history.
- 11:45 – 1:00 pm **General Lunch & Student Sponsor Lunch - Sponsored by CN**

- 1:00 – 1:45 pm **Advancing Women Fireside Chat**
Jeanne Beker, Iconic Fashion Journalist & Host, Toronto, Ontario
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.
- 1:45 – 2:30 pm **Mentally Resilient Leadership: Using Post-Traumatic Growth to Navigate Modern Day Stress**
Roxanne Derhodge, CEO, Roxanne Derhodge Consulting, Niagara Falls, Ontario
Using Roxanne's Mentally Resilient Leadership Training, attendees will leave knowledgeable and equipped to effectively deal with resiliency. They will have the capacity to build better relationships and thrive in a healthier workplace.
- 2:30 – 3:00 pm **Coffee and Networking Break - Sponsored by WEKH**
Photo Shop - Sponsored by TELUS Agriculture
- 3:00 – 3:30 pm **Sponsor panel**
Agriculture is a broad and dynamic industry that is constantly changing. What can women do to be the most effective leaders in today's environment?
- **Gina Grandy, Professor and Dean, Women Entrepreneurship Knowledge Hub (WEKH) & Hill and Levene Schools of Business, University of Regina**
 - **Amie Evans, District Manager Agricultural Services, TD Ag Services, TD, Yorkton, Saskatchewan**
 - **Kaitlyn Kitzan, Business Development and operations Specialist, Discovery Farm, Glacier FarmMedia, Saskatoon, Saskatchewan**
- 3:30 – 4:00 pm **Tales of a Prairie Girl: Lessons in Living and Leadership**
Kiera Young, Senior Vice President, Customers, Products & Services, MacDon Industries Ltd., Winnipeg, Manitoba
Born and raised in rural Manitoba, Kiera ponders how her rural roots and have influenced her schooling, family and career.
- 4:00 – 4:30 pm **Closing Comments for the Day**
Dianne Finstad, Communications Specialist, Red Deer, Alberta