



Advancing Women

In Agriculture
Conference

AWC EAST 2022: Sheraton Fallsview, Niagara Falls, November 20, 21, 22, 2022  

November 20, 21 & 22, 2022 Conference Agenda

Sunday November 20, 2022

- 12:00 - 7:00 pm **AWC Registration Opens - Level 3, Sheraton Fallsview**
- 1:00 - 4:00 pm **Special Workshop Session**
In the Know: Mental Health Workshop for the Agriculture Community
Adriana Van Oostveen, In the Know, Program Coordinator, Agriculture Wellness Ontario - Canadian Mental Health Association - Ontario Division, Toronto, Ontario
In the Know is a mental health literacy program designed specifically for farmers, their families and those who are involved and/or support the agriculture sector. Through this free, four-hour workshop, participants will cover the topics of stress, depression, anxiety, substance use and how to start a conversation around mental well-being.
- 12:00 – 12:50 pm **AWC Wine Tour Registration - Level 3 Sheraton Fallsview**
- 1:00 pm **AWC Wine Tour bus departs - Sheraton Fallsview hotel lobby**
- 7:00 - 8:30 pm **Student Sponsor Reception - Level 3**
The Importance of Networking and Building Strong Relationships
All students and sponsors welcome.

Monday November 21, 2022

- 7:00 – 8:15 am **General Registration, Continental Breakfast and Networking – Level 3**
- 8:15 – 9:15 am Stream A Workshops**
- 8:15 – 9:15 am **Workshop 1**
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.

8:15 –9:15 am

Workshop 2

Toxic Culture: Strategies For Leaders To Effectively Deal With Toxic People

Beverly Beuermann-King, Mental Health and Resiliency Expert, R 'n' B Consulting - Work Smart Live Smart, Little Britain, Ontario

Managing other people is never easy, but some people make it particularly difficult. How you effectively deal with toxic behaviours can mean the difference between having a noxious, drama-filled workplace, and an engaged, collaborative, and productive organization. To turn things around takes skillful management and patience. Learn successful strategies and tips for addressing toxicity and building a positive, productive workplace. Quickly and effectively address, coach, and counsel toxic people in order to improve their behavior and your workplace culture.

8:15 –9:15 am

Workshop 3

Violence Experienced by Rural Women – What We Don't Talk About

Andrea Chantree, Rural Response Counsellor, Family Transition Place, Orangeville, Ontario
Keely Horan, Rural Response Counsellor, Family Transition Place, Orangeville, Ontario

Learning what the signs and symptoms of abuse looks like for women in rural areas. Addressing why women stay in unsafe situations and how support can be offered.

8:15 –9:15 am

Workshop 4

From Crushed to Crushing It: Uncramming to Get More by Doing Less

Janet Winkler, Co-Founder, Hacking Sophia, Hacking Sophia, Toronto, Ontario

We're supposed to edit our homes, only keep things that bring us joy, and ruthlessly prioritize at work and in life. So why do we have a never-ending stream of more to do? Why are feeling crushed when we want to be crushing it? Janet Winkler, a seasoned business executive and entrepreneur, will share the power of intentional subtraction, why we struggle so much to do away with things that aren't serving us, and share simple strategies that help us do less and get more. The session is fun, hands-on and you'll walk away with a spring in your step!

8:15 – 9:15 am

Workshop 5

Investing in your future. Together.

Denise Aston, Insurance and Financial Advisor/Business Owner, Aston Insurance Solutions Inc., Port Perry, Ontario

Women today wear multiple hats when it comes to operating a business, especially a farm, which often comes with a number of different responsibilities and risks. This session will discuss the importance of building a team of professionals and the ongoing communication and support the right team can have for your success.

Stream B

9:30 – 10:30 am

Workshop 1

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

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Workshop 2

Stop Letting That Difficult Person Ruin Your Day and Team: Effectively Handle Negative Attitudes and Difficult People For Better Productivity and Less Stress

Beverly Beuermann-King, Mental Health and Resiliency Expert, R 'n' B Consulting - Work Smart Live Smart, Little Britain, Ontario

Stress, uncertainty, and crisis impact how we communicate and how we interact with our family, colleagues and customers.

During the beginning of COVID-19, we saw a focus on patience, support, and collaboration. Now, we are seeing that patience is waning. Expectations are higher. And negativity is on the rise. Learn successful strategies and tips by knowing WHAT to focus on to move these interactions forward, HOW to effectively respond, and WAYS to manage the impact of their behaviour.

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- 9:30 – 10:30 am **Workshop 5**
BRAVETM Decision Making
Cindy Benning, Leadership Consultant, Esséré, Dutton, Ontario
 Cindy will be using a model that relies on alignment of the head, heart and guts to assist in decision making. She will also explain the ways that ego and past experiences can create blockages when making decisions. The workshop will allow you to practice using the model.
- 9:30 – 10:30 am **Workshop 6**
Building your Mental Health Toolbox with Agriculture Wellness Ontario
Adriana Van Oostveen & Bethany Parkinson, Program Coordinators, In the Know (AV) & Psychological Support Coordinator and Trainer, The Guardian Network (BP), Agriculture Wellness Ontario (Canadian Mental Health Association - Ontario Division), Toronto, Ontario
 Join Agriculture Wellness Ontario and stock your toolbox with new strategies, tools & resources for better wellness. Also, learn about free mental health programs offered by Agriculture Wellness Ontario for the agriculture community.
- 10:30 – 11:00 am **Coffee and Networking Break – Sponsored by John Deere**
Photo Studio - Sponsored by TD
- 11:00 – 11:15am **Welcome**
Dianne Finstad, Communications Specialist, Red Deer, Alberta
- 11:15 – 12:00 pm **It's 2022. Do we still need AWC?**
Deb Stark, Board Member, Mentor, Volunteer, Ariss, Ontario
 Deb will explore why it's still important to create spaces for women, and how her career advice is changing as we understand both more and less about the world we live in.
- 12:00 – 1:15 pm **Lunch - Sponsored by Cargill**
- 1:15 - 2:15 pm **Nobody wants to 'Work' | Practices that will Attract, Engage, and Retain Diverse Talent**
Suzanne F. Stevens, Conscious Leadership and Social Impact Cultivator, YouMeWe Social Impact Group Inc., Collingwood, Ontario
 What if diverse employees experience immediately and repeatedly that they are contributing to the business's success? How would your culture be naturally impacted? Suzanne F. Stevens dives into why employees usually don't want to work and why they do! You will be aware and empowered with 8 Conscious Leadership strategies to bake into your organization's DNA to realize a collaborative and inclusive culture—where your team feels their contributions count!
- 2:15 – 2:30 pm **How to navigate your career using your network including sponsors, mentors and your peers.**
Maria McKean, McDonald's Business Unit Canada Leader, Cargill, London, Ontario
 Navigating your career is difficult, especially when you don't know how to answer "where do you see yourself in five years". Learn how to use your sponsors, mentors and peers to learn how best to answer that question!

- 2:30 – 3:00 pm **Show Up. Do Your Best. Rest**
Jenny Ose, Director, Marketing, John Deere, Olathe, Kansas
 Jenny will give us some insight on her path that she has been on with John Deere and the lessons she has learnt while being in charge of her path and achieving her goals.
- 3:00 – 3:30 pm **Coffee and Networking Break - Sponsored by FCC**
Photo Studio - Sponsored by TD
- 3:30 – 4:15pm **From a Duck to a Pheonix**
Patti Thompson, Vice President Sales and Marketing, King Cole Ducks Ltd., Stouffville, Ontario and the “whole flock”.
 After a disastrous outbreak of avian influenza in Spring 2022, King Cole Ducks rose from the ashes to recover and rebuild a 72-year-old business. Tales "from the whole flock", our female leadership team, will share life lessons about survival, resilience and determination.
 Our 3rd and 4th generation female leaders whose hands on approach to this unique business exudes energy, enthusiasm and after a life changing event in Spring 2022, resilience. Meet our CEO, VP, Director of Farm Excellence, Director of Hatchery Ops, Live Production Field Tec, and Company Veterinarian ...all family, who will share their story of how one outbreak almost destroyed 72 years of blood, sweat and tears.
- 4:15 –5:15 pm **The FLIP Side of Failure:**
Sarah McVanel, Chief Recognition Officer, Greatness Magnified, St. Catherine's, Ontario
 In this session, you will truly experience and absorb the F.L.I.P. framework: Fail, Learn, Ignite, Praise. Each dimension of FLIP allows you to harness the power that comes from failure and let go of ego or judgment.
- 5:15 – 5:30 pm **Day Recap**
Dianne Finstad Communications Specialist, Red Deer, Alberta
- 5:30 – 6:45 pm **Reception and Networking**
Photo Studio – Sponsored by TD
- 6:45 – 10:00 pm **Banquet – Sponsored by TD**
Opening Comments Dianne Finstad, Communications Specialist, Red Deer, Alberta
Guest presentation: The Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food
Guest speaker: Know your worth and add gratuity!!
Jen Govier, Senior Regional Manager, TD Wealth Financial Planning, TD Wealth Financial Planning, London, Ontario
 Jen has had a diverse career that spans across multiple businesses but she says it took her way too long to find her confidence, courage and voice. She is driven to help shorten that distance for others by sharing life changing hacks she’s learned from inspiring leaders, mentors, colleagues and from her own mistakes.
- Welcome - Iris Meck, Conference Director, Glacier FarmMedia, Calgary, Alberta**

Tuesday November 22, 2022

- 7:30 – 8:30 am **General Registration Opens and Continental Breakfast**
- 7:30 – 8:30 am **Invitation only “Pull up a chair” Private Breakfasts**
- 8:30 – 8:45 am **Welcome Message**
Dianne Finstad, Communications Specialist, Red Deer, Alberta
- 8:45 – 9:30 am **Building Brilliance Through Joy**
Jane C. Schuette, Jane Schuette and Associates, Inc., Watertown, Minnesota

Research tells us that if we take care of ourselves, we will be successful in making life and work easier and more productive. But what about JOY? Get ready to learn the most effective practices and tools designed to educate, energize and inspire your own personal brilliance while increasing your joy.

9:30 – 10:15 am

A Journey That Never Ends

Alexandra Clarke, Relationship Manager, Farm Credit Canada, Griffin, Saskatchewan

From balancing life as a working mom, and a farmer/farm wife, I have still found time to pursue my dreams by embracing the chaos and filling my own cup even on days I don't want to. My success as an ice hockey official, becoming one of the first females hired by the AHL, and going to the 2022 Beijing Olympics, stems from nothing but the ability to know my purpose and keep my vision clear.

10:15 – 10:45 am

Coffee and Networking Break – Sponsored by P&H Photo Studio – Sponsored by TD

10:45 – 11:15 am

Experience with an Unconventional Crop

Laura Ferrier, Ontario Lentils

Laura takes you through her trials, tribulations and celebrations of growing and selling Ontario's only lentils.

11:15 – 12:00 pm

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.

12:00 - 1:30 pm

General Lunch & Student Sponsor Lunch

1:30 – 1:55 pm

Amanda Brodhagen, Director of Communications, Environment, Conservation and Parks, Rural Councillor, Thought Leader, Brunner, Ontario

1:55 – 2:15 pm

The Sky is The Limit

Bahaar Luhar, Partner, Chicken Thika Farm, Orangeville, Ontario

Bahaar will share her story as to how she used the Physics of Flight to build a successful enterprise. This is a story you will not want to miss.

2:15 – 3:15 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.

3:15 – 4:00 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?

- **Marisa Riley, Director of Marketing, Case IH, Racine, Wisconsin**
- **Monika Robertson, Corporate Marketing & Communications Lead, Parrish & Heimbecker, Limited, Winnipeg, Manitoba**
- **Ginger Rozmus (she/her), Sr. Communications Business Partner, Crop Science Leadership Team, Bayer Inc., Calgary, Alberta**

4:00 – 4:15 pm

Closing Comments for the Day

Dianne Finstad, Communications Specialist, Red Deer, Alberta