



March 12, 13, 14, 2023 Conference Agenda

Sunday March 12, 2023

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| 1:00 – 8:00 pm | Registration Open |
| 2:00 – 5:00 pm | Special Session
You Deserve to Feel Amazing
Shirley Weir, Menopause Expert or Founder, MenopauseChicks.com, Menopause Chicks, Port Moody, British Columbia
You CAN navigate perimenopause-to-menopause (and beyond!) with confidence and ease. But you can't do it alone. |
| 7:00 – 8:30 pm | Student Sponsor Reception
The Importance of Networking and Building Strong Relationships
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 are welcome. |

Monday March 13, 2023

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| 7:00 – 10:30 am | General Registration |
| 7:00 – 7:45 am | Continental breakfast |
| 7:00 – 7:45 am | Private/Invitation only “Pull up a Chair Breakfast” AFSC |
| 7:45 – 9:00 am | Stream A |
| 7:45 – 9:00 am | Workshop 1
Planning for the Next Generation of Women Farmers – Intergenerational Farm Transfers <ul style="list-style-type: none"> - Sandra Macenko Merkle, Senior Wealth Advisor, Scotia Wealth Management, Calgary, Alberta - Aaron Ens, Senior Client Relationship Manager, Scotiabank, Calgary, Alberta - Maggie Dalke, Estate & Trust Consultant, Scotia Wealth Management, Calgary, Alberta |

- **Lauren Poitras, Business and Family Wealth Specialist, Scotia Wealth Management, Calgary, Alberta**

- **Sarah Ykema, Senior Manager, Tax, Grant Thornton, Calgary, Alberta**

Let the journey begin today, farm succession does not have to be the elephant in the room at family meetings, and the first thing you need is a plan.

We look to breakdown the potential individual steps for a smooth farm transition.

7:45 – 9:00 am

Workshop 2

Dare to Dialogue. Communicating Intent.

Becky Taylor, Owner/ Co-Founder, BS Communication Strategies Inc., Mountain View County, Alberta

Explore the science of nonverbal communication and learn how to build your skills so your message becomes crystal clear and mirrors your intent.

7:45 – 9:00 am

Workshop 3

Supporting Women in Ag through Government Programming

Natalia Amiel, Senior Policy Advisor, Programs Branch, Agriculture and Agri-Food Canada, Ottawa, Ontario

This workshop will provide a snapshot of funding opportunities available, including through the Sustainable Canadian Agricultural Partnership. Participants can expect to share their personal experiences and hear stories about applying to agricultural Programs.

7:45 – 9:00 am

Workshop 4

Contributing to High-Performing Ag Teams: Bring Your Courage and Humanity

Trina McCarroll, Executive Advisor & Facilitator, Hello Courage, Camrose, Alberta

Almost everyone in agriculture is part of many teams such as family farms, volunteer boards, and community groups. It's frustrating and unproductive when teams don't function well or when you aren't heard or valued.

In this workshop you will learn and discuss how to courageously live out your values, maximize your strengths, and remember the human side of your group.

7:45 – 9:00 am

Workshop 5

Stand Out! Show up as your BEST self and leverage your personal brand to achieve success!

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 how we "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 and personal development planning.

7:45 – 9:00 am

Workshop 6

So, you want to be an entrepreneur.

- **Shannon Pestun, Senior Adviser, Business and Finance for Canada's Women Entrepreneurship Knowledge Hub (WEKH), Heritage Pointe, Alberta**

- **Gail Cunningham, Technical Services Veterinarian/FarmHer/ Entrepreneur, Boehringer Ingelheim Animal Health Canada Inc./Cunningham Farm Ltd., Kelsey, Alberta**

- **Maria Deschauer, Managing Director and Co-Founder, Vermillion Growers Ltd, Dauphin, Manitoba**

- **Julia Flinton, Cattle Producer (cow/calf operation), Manager of Food Systems Program- ISPARC, Family run business/ISPARC, Dog Creek, British Columbia**

This panel discussion will focus on advice given from women entrepreneurs in ag who started their business from their careers in ag and moved into entrepreneurship.

9:00 – 9:30 am

Coffee Break

9:30 – 10:45 am

Stream B

9:30 – 10:45 am

Workshop 1

The Abundance Mindset

Ranj Bawa, President & Owner / High Performance Coach, Renewed Balance, Calgary, Alberta

By focusing on what we have and what is available to us here and now, we have a higher propensity to embrace gratitude. This in turn enables us to create strong expectation that positivity and opportunity are coming our way.

9:30 – 10:45 am

Workshop 2

Dare to Dialogue. Empathy For Beginners!

Becky Taylor, Owner/ Co-Founder, BS Communication Strategies Inc., Mountain View County, Alberta

Empathy is often mislabeled and misconstrued. Learn how to express empathy & build connection, without it costing your own emotional health.

9:30 – 10:45 am

Workshop 3

Ageism in the Workplace

Manuela Saliba, Senior Manager, Talent Attraction, Nutrien, Calgary, Alberta

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

9:30 – 10:45 am

Workshop 4

Contributing to High-Performing Ag Teams: Part 2 – Build a Connected Culture and Compelling Strategy

Trina McCarroll, Executive Advisor & Facilitator, Hello Courage, Camrose, Alberta

Almost everyone in agriculture is part of many teams such as family farms, volunteer boards, and community groups. It's frustrating and unproductive when teams don't function well or when you aren't heard or valued.

In this workshop, we will consider how to intentionally build connections with your colleagues and refine your strategic contributions as part of a thriving, successful team.

9:30 – 10:45 am

Workshop 5

Stand Out! Show up as your BEST self and leverage your personal brand to achieve success!

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 how we "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 and personal development planning.

9:30 – 10:45 am

Workshop 6

Finding Work-Life Balance and Preventing Burnout

**Megz Reynolds, Executive Director, The Do More Ag Foundation, Saskatoon, Saskatchewan
Courtney Thevenot, Director & Group Lead, Prairies Agriculture, Scotiabank, Saskatoon, Saskatchewan**

Agriculture is an industry with busy seasons, long days and uncertainty. Preventing burnout and creating that elusive work-life balance begins with understanding how to keep our mental health in the "green", the warning signs to look for in ourselves and others and how to have a conversation."

10:45 – 11:00 am

Quick Break

11:00 – 11:15 am

MC Welcome

Dianne Finstad, Moderator, Program Host, Red Deer County, Alberta

11:15 – 12:15 am

The "Self" Essentials: Connecting with our Care, Awareness, Confidence and Respect

Ranj Bawa, President & Owner / High Performance Coach, Renewed Balance, Calgary, Alberta

Our journey of personal excellence and professional performance is rooted in the important principles that begin within - those key fundamentals that allow us to realize and manifest the best version of ourselves.

12:15 – 1:15 pm

Lunch

1:15 – 2:15 pm	<p>The Reluctant Creative: 5 Effortless Habits to Expand Your Comfort Zone Dr. Caroline Brookfield, Speaker, Veterinarian, Artful Science, Calgary, Alberta</p> <p>The pace of change in the world has accelerated beyond our ability to adapt. Our default tried and true formulas are not working like they used to. Creativity is the prerequisite to innovation, and the antidote to languishing in 2023.</p>
2:15 – 2:50 pm	<p>Living a Life Imbalanced Gail Cunningham, Technical Services Veterinarian/FarmHer/ Entrepreneur, Boehringer Ingelheim Animal Health Canada Inc./Cunningham Farm Ltd., Kelsey, Alberta</p> <p>Navigating career changes, fulltime off Farm work, on farm demands, children and the ever changing agricultural landscape. Finding the opportunity and joy in the unexpected turns, learning new skills and thriving as a woman in agriculture.</p>
2:50 – 3:20 pm	<p>Coffee and networking - Sponsored by Scotiabank</p>
3:20 – 3:40 pm	<p>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?</p> <ul style="list-style-type: none"> - Courtney Thevenot, Director & Group Lead, Prairies Agriculture, Scotiabank, Saskatoon, Saskatchewan - Jon Neutens, Head of Agriculture, ATB Financial, Calgary, Alberta
3:40 – 4:15 pm	<p>The Unlikely Farmer: Bringing a 34-Million-dollar, High-tech, Year-round Vegetable Greenhouse to Rural Manitoba. Maria Deschauer, Managing Director and Co-Founder, Vermillion Growers Ltd, Dauphin, Manitoba</p> <p>Controlled environment growing is changing the agricultural landscape of Canada. Access to sustainable and locally grown produce year-round is essential to maintaining healthy communities. Get a first-hand, behind the scenes look at the journey to implement this large-scale agricultural project.</p>
4:15 – 4:45 pm	<p>Passions, Family and Career Julia Flinton, Cattle Producer (cow/calf operation), Manager of Food Systems Program- ISPARC, Family run business/ISPARC, Dog Creek, British Columbia</p> <p>Combining your passions and family to become a career. How I figured out what I wanted to do after graduation, a baby and the career I thought I wanted.</p>
4:45 – 5:20 pm	<p>My Trip from Outport Newfoundland to Swine Male Reproduction Specialist! Kyla Ripley, GM, Carlo Genetics Inc; AI Specialist, Global Male Reproduction Services, Topigs Norsvin, Carlo Genetics Inc and Topigs Norsvin, Oak Bluff, Manitoba</p> <p>Kyla grew up in Newfoundland surrounded by the Atlantic Ocean where you were far more likely to join the fishery or oil sector than anything else. Kyla has always had a keen interest in agriculture and in University discovered a love of pigs then chanced into AI. There is a story in between that keeps developing but she’ll leave that for our time together!</p>
5:20 – 5:30 pm	<p>Dianne Finstad, Moderator, Program Host, Red Deer County, Alberta</p>
5:30 – 7:00 pm	<p>Reception - Sponsored by Case IH</p>
7:00 – 10:00 pm	<p>Banquet – Sponsored by TD Bank Group Dianne Finstad, Moderator, Program Host, Red Deer County, Alberta Sponsor Welcome: Nicole Stelter, Vice President Agriculture, TD Bank, Leduc, Alberta Welcome: Iris Meck, Conference Director, Glacier FarmMedia, Calgary, Alberta</p>

Tuesday March 14, 2023

7:00 am	General Registration Opens
7:00 – 8:00 am	Continental Breakfast

- 8:00 – 8:15 am **Dianne Finstad, Moderator, Program Host, Red Deer County, Alberta**
- 8:15 – 8:45 am **Midlife + Midcareer: Navigating the Magic and the Messiness**
Candace Hill (she/her), Manager, Brand Planning and Advertising Services, FCC, Regina, Saskatchewan
 Life is filled with twists and turns. Some you see coming, others jump out and knock you off your feet. Candace will share three principles she lives her life by that have helped her to navigate the journey and find joy.
- 8:45 – 9:15 am **100 Years of Farming in the Okanagan Valley**
Jennay Oliver, Owner, Operator, Paynter's Fruit Market, West Kelowna, British Columbia
 The evolution of our small farm from 1919 to today. At the age of 23, Jennay took over the family farm, learn about the success and failures of getting it at such a young age and what it looks like today.
- 9:15 – 9:55 am **Bridging the Gap**
Marlise Hunter, Director of Platform, Tall Grass Ventures, Calgary, Alberta
 One of the greatest challenges facing agriculture today is the ever growing disconnect between the farm and fork. Marlise will take a look at the Urban and Rural Divide and how women in agriculture in particular, stand to play a role in bridging the gap.
- 9:55 – 10:25 am **Coffee and Networking Break – Sponsored by FCC**
- 10:25 – 11:00 am **Navigating a Field of Barriers**
Jodi Souter, President, J4 Agri-Science Ltd., Saskatoon, Saskatchewan
 Starting a business can be bumpy -- starting an agricultural business as a young woman can be downright rough. Lessons learned through the best career decision I've ever made.
- 11:00 – 11:30 am **Carving Out Career in Food & Agriculture**
Meera Sunny, Director of Research and Development and Ingredient Sales, CanMar Foods Ltd., Regina, Saskatchewan
 Meera will discuss the various aspects of having a successful career in food and agriculture. What are challenges and how to carve your career path.
- 11:30 – 12:00 pm **The Communication Landscape, A Kaleidoscope of Tools & Fools**
Becky Taylor, Owner/ Co-Founder, BS Communication Strategies Inc., Mountain View County, Alberta
 We have been experiencing a surge of communication platforms, mediums and gadgets. Which one works best? Enhance your skills and navigate a changing landscape of communication. Learn how!
- 12:00 – 12:10 pm **Dianne Finstad, Moderator, Program Host, Red Deer County, Alberta**
- 12:10 – 1:10 pm **General Lunch & Student Sponsor Lunch - Sponsored by CN**
- 1:10 – 1:15 pm **Dianne Finstad, Moderator, Program Host, Red Deer County, Alberta**
- 1:15 – 1:50 pm **It's not easy. But it's worth it.**
Jennifer Marchand, Government and Industry Relations Leader, Cargill, Saskatoon, Saskatchewan
 Development and growth are not easy, nor is building a diverse team. It takes intention, strategy and failure to be successful. Jen will discuss her career path and thoughts on how to grow your career in Agriculture, and how companies can achieve strong talent pools and diversity of leadership.
- 1:50 – 2:20 pm **To Bring Back Independent Research and Opportunities**
Melissa Werkema, Owner, Future Analytics Inc, Red Deer, Alberta
 Independent research and work is essential for increasing Canada's crop productivity and understanding the complexities of the plant and soil using organic chemistry. The risks and rewards of having the confidence and determination to create an atypical business and learning environment.
- 2:20 – 2:50 pm **Coffee and Networking Break – Sponsored by Bayer Crop Science Inc.**

2:50 - 3:20 pm

Pathways: Finding Your Way

Debbie Thompson, Vice President Academic & Student Experience, Olds College, Olds, Alberta

Through the sharing of various aspects of Debbie's career pathway story, including the ups and downs, the challenges, and the risks and successes, this session will provide participants the opportunity to reflect on and explore their own current and future career pathways.

3:20 – 3:50 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?

- **Lynda Campbell, District Manager Agriculture Services, TD Bank, Calgary, Alberta**
- **Megan Stephenson, HR Business Partner, Parrish & Heimbecker, Ltd., Cambridge, Ontario**
- **Tracy Jouan, Vice President of Insurance, AgriStability and Livestock Price Insurance, AFSC, Lacombe, Alberta**

3:50 – 4:10 pm

Our Next Generation of Female Leaders Fireside Chat

Alanna Coneybeare, Co-Chair of the Canadian Agricultural Youth Council and Vice President of Operations at Conlee Farms Inc., Listowel, Ontario

Join Dianne Finstad for a discussion with Alanna Coneybeare, a young farmer and youth Co-Chair of the Canadian Agricultural Youth Council. Alanna will share her perspectives on how we can help young women succeed as farmers and fulfill their potential as leaders shaping a brighter future for Canada's agricultural sector.

4:10 – 4:40 pm

Marathon Called Life

Alison Weaver, Owner, Alison Weaver - Herstory and Fourth Meridian Farms Ltd., Lloydminster, Alberta

Alison will share stories of her life on the farm, a life where balance can be a myth. Through her talk she will share how you balance the sprinting, leave the guilt behind and enjoy the Marathon called Life.

4:40 – 5:00 pm

Closing Comments for the Day

Dianne Finstad, Moderator, Program Host, Red Deer County, Alberta