



## Conference Agenda Sheraton Fallsview, Niagara Falls, Ontario

### Sunday, November 19, 2023

- 12:00 - 7:00 pm      **AWC Registration Opens - Level 3, Sheraton Fallsview**  
**Lanyard sponsored by TD**
- 1:00 - 5:00 pm      **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.

*Note! We are proud to have FEAD partner with AWC in presenting **Table Talk Conference** (a Hybrid Conference)*

- 12:00 Noon      **Registration opens for FEAD Table Talk Conference (Female Entrepreneurs in Agri-Food Development) - 3<sup>rd</sup> Level, Sheraton Fallsview**
- 12:00 – 5:30 pm      **FEAD Table Talk: 2023 Semi-Annual Hybrid Conference**  
Table Talk is a mini conference hosted by FEAD. Table Talk is meant to bring together food founders across the entire agri-food supply chain to develop, grow, and support value-added processing across Canada. The FEAD mission is to “Support, Guide, and Advocate for the Dreamers, Leaders, Feeders, and Founders in the Agri-Food Sector.”  
- **Event Link and agenda:** <https://www.fead.ca/tabletalk>  
- **To register:** <https://www.eventbrite.ca/e/table-talk-conference-with-fead-tickets-726295117247?aff=oddtcreator>
- 7:00 - 8:30 pm      **Student Sponsor Networking Reception – 3<sup>rd</sup> LEVEL**  
**The Importance of Networking and Building Strong Relationships**  
**All students and sponsors welcome.**

### Monday, November 20, 2023

- 7:00 - 8:00 am      **General Registration, Continental Breakfast and Networking - 3<sup>rd</sup> Level**  
**Lanyard sponsored by TD**

## 8:00 - 9:15 am Stream A Workshops - 5<sup>th</sup> Level

8:00 - 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.

8:00 - 9:15 am

### Workshop 2

#### 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 look like for women in rural areas. Addressing why women stay in unsafe situations and how support can be offered.

8:00 - 9:15 am

### Workshop 3

#### Leading with Emotional Intelligence

**Hayley Hesseln, Professor, University of Saskatchewan, Saskatoon, Saskatchewan**

Emotional intelligence is key when it comes to success in your personal and professional life. Learn how to hone your emotional skills to gain self-awareness, and confidence, and to enhance your leadership.

8:00 - 9:15 am

### Workshop 4

#### Navigating Succession

**Marla Rice, Partner, BNG Bossy Nagy Group, Tillsonburg, Ontario**

**Tracy VanPuymbroeck, Partner, BNG Bossy Nagy Group, Tillsonburg, Ontario**

The road to transitioning the farm from one generation to the next can be filled with obstacles and detours. Just as each family is unique, so is the journey they will take. Join our interactive workshop to share past and present experiences with family farm succession to learn about the challenges faced and how to overcome them to help move through the past into the future.

8:00 – 9:15 am

### Workshop 5

#### 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.

9:15 - 9:30 am

### Quick Coffee Break – 5<sup>th</sup> Level

## Stream B Workshops - 5<sup>th</sup> Level

9:30 - 10:45 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" every day. Join us as we identify basic but important fundamentals to build your confidence and enhance your personal brand through the art of networking.

9:30 - 10:45 am

### Workshop 2

#### Protecting the Legacy; The farm today, tomorrow & for future generations

**Kasia Maves, Associate Financial Advisor/Mutual Fund Investment Specialist, Rob Webster Insurance Inc/ Co-operators, Eganville, Ontario**

Kasia will be talking about all the life stages of your business and farm. When raising kids it's said, "It takes a village." It's the same for building your business. Putting together a strong base and maximizing your network is so important. No farm is an island and although you can make it on your own, taking it to the next level means connecting yourself with the right people.

And let's face it, no one wants to work forever, growing your legacy and planning for how to pass it on to the next generation is also a crucial factor in how you will operate. Kasia knows how to get you there and the tools you will need to prosper. Join her, join the village.

9:30 - 10:45 am

**Workshop 3**

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

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9:30 - 10:45 am

**Workshop 4**

**Manage Yourself Through Change**

**Hayley Hessel, Professor, University of Saskatchewan, Saskatoon, Saskatchewan**

Change is inevitable in life, yet some find it difficult while others embrace it. This session will help you to identify your preference for handling change and how to communicate better with others.

9:30 - 10:45 am

**Workshop 5**

**BRAVE™ Decision Making**

**Cindy Benning, Leadership Consultant, Esséré, Dutton, Ontario**

Cindy will be using a model that relies on the 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 - 10:45 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 and resources for better wellness. Also, learn about free mental health programs offered by Agriculture Wellness Ontario for the agriculture community.

10:45 - 11:15 am

**Coffee and Networking Break - Sponsored by P&H – 3<sup>rd</sup> Level**

11:15 - 11:30 am

**Welcome**

**Dianne Finstad, Communications Specialist, Red Deer, Alberta**

11:30 - 12:30 pm

**The Reluctant Creative: 5 Effortless Habits to Expand Your Comfort Zone**

**Dr. Caroline Brookfield, Speaker, Veterinarian, Artful Science, Calgary, Alberta**

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.

12:30 - 1:30 pm

**Lunch - Sponsored by Cargill**

1:30 - 2:00 pm

**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.

2:00 - 2:40 pm

**Sustainable Life, Sustainable Relationships: Exploring Sober Social Media**

**Cami Ryan, Industry Affairs & Sustainability, Bayer CropScience, Okotoks, Alberta**

Do you 'doomscroll'? Social media sobriety is a journey; not all or nothing thing. This presentation will provide insights into how we can establish boundaries and find balance and peace in our online interactions.

2:40 - 3:20 pm

### **From High Heels to Steeltie**

**Cristina Hambly, General Manager, Co-Owner, Gwillimdale Farms, Bradford, Ontario**

"Opportunity is missed by most people because it is dressed in overalls and looks like work." This quote from Thomas A. Edison has stuck with Cristina since she became a farmer and hasn't changed even now after 29 years fully dedicated to farming. Women in general have an incredible capacity to adapt and overcome adversity.

3:20 - 3:50 pm

### **Coffee and Networking Break – Sponsored by Bayer CropScience Inc.**

3:50 - 4:40 pm

### **What's Age Got To Do With It?**

**Helen Hirsh Spence, CEO, Top Sixty Over Sixty, Woodlawn, Ontario**

Did you ever wonder why age gets such a bad rap? It's called "ageism", today's last and only socially accepted discriminatory practice.

4:40 - 5:15 pm

### **Owning Your Career - Career Development for Women**

**Lesley Srivastava, Canadian Sales Manager – Food Solutions, Cargill, London, Ontario**

Lesley will share her career journey and the experiences that have shaped her. From overcoming her "aggressive" personality and receiving critical feedback to grounding on core values to drive career development, Lesley will share the lessons and leaders that have impacted her career. She will share her experience to inspire other women to intentionally develop their career plans.

5:15 - 5:30 pm

### **Day Recap**

**Dianne Finstad Communications Specialist, Red Deer, Alberta**

5:30 – 7:00 pm

### **Reception and Networking - Sponsored by Case IH**

7:00 – 10:00 pm

### **Banquet**

**Opening Comments Dianne Finstad, Communications Specialist, Red Deer, Alberta**

### **Guest speaker**

#### **One Woman's Journey from a Farm to the House of Commons**

**Lianne Rood, Member of Parliament for Lambton-Kent-Middlesex; Shadow Minister for Federal Economic Development Agency for Eastern, Central and Southern Ontario, Ottawa, Ontario**

MP Rood's path started on the farm and in many ways shaped who she is today. That's why she's unapologetic about fighting for farmers in the House of Commons and is on a mission to help our agriculture sector thrive.

### **Welcome From the Host**

**Iris Meck, Founder and Host of AWC, Conference Director, Glacier FarmMedia, Calgary, Alberta**

## **Tuesday, November 21, 2023**

7:00 - 8:20 am

**Chicken Farmers of Canada - Private event, by invitation only. Strategy Room 5, 5<sup>th</sup> Level.**

7:00 – 8:20 am

**AAFC Roundtable - Private event, by invitation only. Strategy Room 3, 5<sup>th</sup> Level.**

7:30 - 8:20 am

**Special Nuffield Presentation – Open to all! Fallsview Studio A, 3<sup>rd</sup> Level (Right behind the registration desk)**

**What Nuffield Canada Can Do for You.**

**Cheryl Haskett, Founder & CEO, Udderly Ridiculous Inc, Bright, Ontario**

**Dr. Stephanie Lam, Research Associate, University of Guelph, Guelph, Ontario**

Hear from 2 Nuffield scholars about their experience and what Nuffield can mean for your organization and your own personal success. All are welcome to attend.

7:30 - 8:30 am

### **General Registration Opens and Continental Breakfast – 3<sup>rd</sup> Level**

8:30 - 8:45 am

#### **Welcome Message**

**Dianne Finstad, Communications Specialist, Red Deer, Alberta**

8:45 - 9:30 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.

9:30 - 10:15 am

#### **The Platinum Rule – Training for personal and work life, how to adapt and communicate with each other.**

**Anne Miner, President, The Dunvegan Group, Woodstock, Ontario**

The Platinum Rule, "Treat Others The Way They Want To Be Treated" is far more effective than the Golden Rule we were all taught. Identify your own profile and that of others with the tools from this presentation; adapt your behaviour and see your relationships thrive!

10:15 - 10:45 am

#### **Coffee and Networking Break – Sponsored by FCC**

10:45 - 11:15 am

#### **Kicking Limiting Beliefs to Build a Business**

**Michelle Durnin, Owner, Durnin Farm and Ranch Wear, Agronomist, Podcaster, Farmer, Auburn, Ontario**

Michelle will discuss how she went from someone who had never aspired to run a business to now exploring multiple entrepreneurial pursuits, including building a women's workwear brand with zero experience. She will discuss the tools that have helped her change her beliefs, how important it is to see other women in business, and what she has learned in this process so far.

11:15 - 11:45 am

#### **Building Personal Growth through a Poultry Barn Build**

**Anneke Donkers-Stickney, Owner, Stickney Poultry Farms, Elora, Ontario**

Building for the future involves more than a foundation and four walls. It includes overcoming everyday challenges and learning self-discovery while building a personal foundation.

11:45 - 1:00 pm

#### **General Lunch & Student Sponsor Lunch - Sponsored by Female Entrepreneurs in Agri-Food Development (FEAD)**

1:00 - 1:45 pm

#### **Living my Life with Depression and Anxiety**

**Kevin Werner, Retired Vice President TD Bank, Saskatoon, Saskatchewan**

Kevin shares his personal story of coping with mental illness and identifying potential signs to watch for with this illness at all ages of life.

1:45 - 2:20 pm

#### **Leader 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?**

- **Lucy Reed, Lead, Regulatory Affairs, Bayer CropScience Inc., Ottawa, Ontario**
- **Kendra Wack, Executive Director, FEAD (Female Entrepreneurs in Agri-Food Development), Saskatoon, Saskatchewan**
- **Sherry Lees, Vice President Finance, Grain Division, Parrish & Heimbecker, Winnipeg, Manitoba**
- **Emily Harringa, Regional Marketing Manager, Case IH, Pleasant Hill, Iowa**
- **Meghan Pedros, Manager, Business Banking Programs, TD Bank Group, Toronto, Ontario**

2:20 - 2:55 pm

#### **Coffee and networking Break – Sponsored by Bunge**

2:55 - 3:25 pm

#### **Why Not Me?**

**Luce Bélanger, Board Member, Chicken Farmers of Canada, Saint-Gabriel-de-Valcartier, Québec**

The benefits of having women on Boards and why we doubt ourselves as women. Luce works differently and it brings a different perspective on some decision-making, different, but as good and as valuable as any other proposition. “I think women have a different thinking process and it is an advantage to any organization.”

3:25 - 4:25 pm

**City Girl to Agriculture Entrepreneur and Advocate**

**Cheryl Haskett, Founder & CEO, Udderly Ridiculous Inc, Bright, Ontario**

Cheryl takes us inside the journey, challenges, and triumphs of going from a career woman to an agriculture entrepreneur. Cheryl has created 2 award-winning agri-businesses (in the midst of a global pandemic) as an extension of her husband's 185-acre goat dairy and crop operation and is going to share what it takes to keep going, to find joy and to thrive in the midst of adversity.

4:25 - 4:45 pm

**Closing Comments**

**Dianne Finstad, Communications Specialist, Red Deer, Alberta**