



## Conference Agenda

### Sunday, March 17, 2024

- 12:00 noon – 8:00 pm      **Registration Opens – Grand Foyer 1, Conference level, Hyatt Regency Calgary**
- 1:00 pm                      **Coffee Networking - Grand Foyer 1&2**
- 1:00 - 5:00 pm            **FEAD Table Talk Conference 2.0** - Stephen Room AB  
 Join foodies and entrepreneurs to hear from agri-food industry powerhouses including Jodi Dore (Chai Wallahs), Dalia Kohen (Wild Folk), Lindsay Toth (FEAD, formerly Three Farmers Foods), Hannah Wheeler (Zap Branding) and other incredible industry leaders. Register at <https://buff.ly/4aMEcjY>
- 3:00 - 3:30 pm            **Coffee and networking - sponsored by FEAD - Grand Foyer 1&2**
- 2:00 – 5:00 pm            **AWC Sunday Sessions:**  
**Special Session 1 – Doll /Herald Rooms**  
**You Were Made to Thrive**  
**Lauren Van Ewyk, CEO/Co-Founder of National Farmer Mental Health Alliance, Courtright, Ontario**  
 Women in the agri-food industry play a pivotal role in social and economic growth and stability. In fact, the integral contribution of women in their families and communities is invaluable. Join Lauren for hilarious stories and practical application strategies as we learn about our identity and build resilience skills. We will also tackle tough topics like how to help others and how to engage with reluctant loved ones. You were made to thrive!
- 2:00 – 5:00 pm            **Special Session 2** - Bannerman /Walker Rooms  
**Leverage Your Emotional Intelligence for Success**  
**Hayley Hesseln, Associate Professor, Dr., University of Saskatchewan and EI Advantage, Saskatoon, Saskatchewan**  
 Recognizing and managing your emotions is essential when it comes to success in your personal and professional life. Learn how to hone emotional skills to enhance relationships, manage stress, and develop your leadership skills.
- 4:00 – 10:00 pm            **The Notables: Celebrating & Cultivating Inspiring Women in Agriculture presented by AFSC** - Imperial Ballroom 5,7,9  
 A prelude to the Advancing Women Conference, AWCWEST2024 - this celebration brings together outstanding women in agriculture, recognizing both the notables of today and the legends

of the past who have paved the way for the future of Alberta's agriculture, including the 2024 Women in Ag Award winners, showcasing their exceptional contributions to Alberta's agricultural landscape. Come out and celebrate these leaders! Get your ticket today!

<https://www.eventbrite.ca/e/advancing-women-conference-awc-west-2024-tickets-759710714197?aff=oddtcreator>

7:00 – 8:30 pm

**Student Sponsor Reception - Doll /Herald Rooms**

**The Importance of Networking and Building Strong Relationships**

Make the most out of your time at AWC. A successful conference starts with the connections you make and we are here to help you create them.

**All students and sponsors are welcome.**

## Monday March 18, 2024

7:00 – 10:30 am

**General Registration - Grand Foyer 1, Conference level**

7:00 – 7:45 am

**Continental breakfast - Imperial 5,7,9 and Foyer 4**

7:45 – 9:00 am

### **Stream A**

7:45 – 9:00 am

**Workshop 1 - Walker Room**

**Better to Best: Becoming a Level 5 Leader -**

**Lauren Van Ewyk, CEO/Co-Founder of National Farmer Mental Health Alliance, Courtright, Ontario**

Participants will learn about the various principles of an effective leader to champion colleagues and build an environment in which there is no glass ceiling.

7:45 – 9:00 am

**Workshop 2 – Bannerman Room**

**Effective Social Media Marketing**

**Kaitlyn Blair, Owner & Lead Designer, Spruce Homes, Corman Park, Saskatchewan**

Social media marketing doesn't have to be complicated! Once you learn how to speak to your audience, building fans and converting them into sales all happens through the art of story telling.

7:45 – 9:00 am

**Workshop 3 – Doll Room**

**Show up and STAND OUT!**

**Meghan Pedros, National Manager, Business Banking Programs, TD Bank Group, Oakville, Ontario**

Confidence gives us courage, resilience, motivation and a belief in our own ability to succeed. In this guided workshop, you'll learn tips and tricks on how to build confidence and enhance your personal brand so you can show up, stand out and achieve your full potential.

7:45 – 9:00 am

**Workshop 4 – Herald Room**

**Scotiabank Agriculture Banking and Scotia Wealth Management**

**Contributing to High-Performing Ag Teams: Part 1 - Bring Your Courage and Humanity**

**Featuring:**

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

Almost everyone in agriculture is part of many teams ranging from farm family work, support systems, industry associations, community non-profits, 4-H clubs, and school groups to corporate teams. It's frustrating and unproductive when teams don't function well or when you aren't heard or valued.

In Part 1 of this workshop, we will learn and discuss how to courageously live out your values, maximize your strengths, and remember the human side of your group.

**Hosted by:**

**Linda Rietveld, Director & Group Lead, Alberta Agriculture, Scotiabank, Calgary, Alberta**  
**Sophie Wood, Private Banker, Scotia Wealth Management®, Private Banking, the Bank of Nova Scotia, Calgary, Alberta**

**Sandra Macenko Merkley, BA, MSc(PI), Senior Wealth Advisor, Scotia Wealth Management, ScotiaMcLeod, Calgary, Alberta**

7:45 – 9:00 am

**Workshop 5 – Stephen Room A**

**Harness Your Energy - Build Your Resilience: Everyday Lessons To De-stress, Decompress and Engage More In Life**

**Beverly Beuermann-King, Workplace Culture and Resiliency Expert, R 'n' B Consulting Corp. - Work Smart Live Smart, Little Britain, Ontario**

Unleash your inner resilience and thrive in the face of life's pressures. Discover practical strategies based on the 10 Resiliency Factors, that will transform your ability to respond to challenges, navigate change, and recharge your energy.

7:45 – 9:00 am

**Workshop 6 – Stephen Room B**

**Discovering Your Speaker's Edge: Unlock Your Confident and Authentic Speaker Self**

**Lauren Sergy, Owner, Up Front Communication, Edmonton, Alberta**

Mindset plays a huge role in public speaking, and to speaking with confidence requires deliberate insight and strategy. In this workshop, public speaking and communication expert Lauren Sergy will help you discover your own speaker's edge – the individual style, strengths, and perspectives you possess that enable you to give compelling, high-value talks from a place of confidence.

7:45 – 9:00 am

**Workshop 7– Neilson 1 Room**

**Impact Leadership: How to be a confident and connected leader.**

**Trisha Miltimore, Chief Passion Igniter, Contagious Leadership Training, West Kelowna, British Columbia**

Empower, educate and grow your leadership skills via practical and powerful MindSet Shifts and CARE Training. Step up in your personal and professional life with more clarity and courage to create results.

7:45 – 9:00 am

**Workshop 8 - Neilson 2 Room**

**Communicate with Strategy- Creating Alignment and Influence with a Values First Approach**

**Kendra Wack, Consultant and Executive Director, Degree Three Consultancy and FEAD (Female Entrepreneurs in Agri-Food Development), Saskatoon, Saskatchewan**

Dive into learning a standardized approach to creating fool-proof strategies to communicate what you really mean to the people and stakeholders that are most important to you and your organization. Learn how to identify what matters to who, and why its acceptable and important to have contrasting values on teams.

7:45 – 9:00 am

**Workshop 9 - Neilson 3 Room**

**Fact vs Fiction: Confronting the Epidemic of Food and Wellness misinformation on social media with Food Scientists.**

**Veronica Jaramillo, Food Science Student at McGill University & Co-Founder of The Food Truth Project, Pointe-Claire, Quebec**

**Priscilla Leftakis, Co-founder of The Food Truth Project & QCM at Yourbarfactory, Châteauguay, Québec**

Feeling overwhelmed by the information on your social media feed when it comes to food choices? Come see Veronica and Priscilla, two food scientists, who will help you to be able to identify and debunk the biggest food and wellness myths that are taking the internet by storm.

9:00 – 9:20 am

**Coffee Break - Sponsored by Bayer Inc.**

- 9:20 – 10:35 am **Stream B**
- 9:20 – 10:35 am **Workshop 1 - Walker Room**  
**Conflict, Boundaries and De-escalation: Learning to Thrive in the Midst of Conflict**  
**Lauren Van Ewyk, CEO/Co-Founder of National Farmer Mental Health Alliance, Courtright, Ontario**  
 Often conflict and confrontation is unavoidable. Conflict resolution is critical for successful morale in the workplace. However, conflict resolution skills alone are insufficient. Boundary setting and de-escalation techniques are crucial pieces in helping relationships thrive.
- 9:20 – 10:35 am **Workshop 2 - Bannerman Room**  
**What Got You Here Won't Get You There**  
**Carly Bolin, Program Lead, W by ATB and Amanda Feldbusch, Relationship Manager, Agriculture ATB, Edmonton, Alberta**  
 What got you here won't get you there and you might not even realize your blind spots. Tangible actions to become the CEO, COO or CFO of your farm, family and life. It's your time to rise!
- 9:20 – 10:35 am **Workshop 3 - Doll Room**  
**Personal Branding**  
**Jo Simmons, Senior Advisor, Learning and Development, Nutrien, Calgary, Alberta**  
 Explore your professional values and use them as a basis to build your brand. Design your elevator pitch which succinctly explains who you are and what you stand for.
- 9:20 – 10:35 am **Workshop 4 - Herald Room**  
**Scotiabank Agriculture Banking and Scotia Wealth Management**  
**Contributing to High-Performing Ag Teams: Part 2 - Build a Connected Culture and Compelling Story**  
**Featuring:**  
**Trina McCarroll, Advisor & Facilitator, Hello Courage, Camrose, Alberta**  
 Almost everyone in agriculture is part of many teams ranging from farm family work, support systems, industry associations, community non-profits, 4-H clubs, and school groups to corporate teams. It's frustrating and unproductive when teams don't function well or when you aren't heard or valued.  
 In Part 1 of this workshop, we will learn and discuss how to courageously live out your values, maximize your strengths, and remember the human side of your group.  
**Hosted by:**  
**Linda Rietveld, Director & Group Lead, Alberta Agriculture, Scotiabank, Calgary, Alberta**  
**Sophie Wood | Private Banker, Scotia Wealth Management®, Calgary, Alberta**  
**Sandra Macenko Merkley, BA, MSc(PI), Senior Wealth Advisor, Scotia Wealth Management, ScotiaMcLeod, Calgary, Alberta**
- 9:20 – 10:35 am **Workshop 5 - Stephen Room A**  
**7 Ways To Beat Burnout: Without Quitting Your Job**  
**Beverly Beuermann-King, Workplace Culture and Resiliency Expert, R 'n' B Consulting Corp. - Work Smart Live Smart, Little Britain, Ontario**  
 Learn practical strategies to prevent and overcome burnout without resorting to quitting your job. Gain valuable insights into maintaining mental health, boosting energy, and staying focused amidst challenges and uncertainty.

- 9:20 – 10:35 am **Workshop 6 - Stephen Room B**  
**Discovering Your Speaker's Edge: Unlock Your Confident and Authentic Speaker Self**  
**Lauren Sergy, Owner, Up Front Communication, Edmonton, Alberta**  
 Mindset plays a huge role in public speaking, and speaking with confidence requires deliberate insight and strategy. In this workshop, public speaking and communication expert Lauren Sergy will help you discover your own speaker's edge – the individual style, strengths, and perspectives you possess that enable you to give compelling, high-value talks from a place of confidence.
- 9:20 – 10:35 am **Workshop 7 - Neilson 1 Room**  
**Are you at the Table?**  
**Lisa Tong, Senior Portfolio Manager, TD Private Investment Counsel, Calgary, Alberta**  
**Alex Nimmo, Senior Portfolio Manager, TD Private Investment Counsel, Calgary, Alberta**  
 When it comes to financial management and independence: know your options when it comes to investments. There are no free lunches and if it sounds too good to be true, generally it is.
- 9:20 – 10:35 am **Workshop 8 - Neilson 2 Room**  
**Communicate with Strategy- Creating Alignment and Influence with a Values First Approach**  
**Kendra Wack, Consultant and Executive Director, Degree Three Consultancy and FEAD (Female Entrepreneurs in Agri-Food Development), Saskatoon, Saskatchewan**  
 Dive into learning a standardized approach to creating fool-proof strategies to communicate what you really mean to the people and stakeholders that are most important to you and your organization. Learn how to identify what matters to who, and why it's acceptable and important to have contrasting values on teams.
- 9:20 – 10:35 am **Workshop 9 - Neilson 3 Room**  
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 Feeling overwhelmed by the information on your social media feed when it comes to food choices? Come see Veronica and Priscilla, two food scientists, who will help you to be able to identify and debunk the biggest food and wellness myths that are taking the internet by storm.
- 10:35 – 11:00 am **Coffee Break – Sponsored by CPKC**
- 11:00 – 11:15 am **MC Welcome**  
**Dianne Finstad, Moderator, Program Host, Red Deer County, Alberta**
- 11:15 – 12:15 am **ROCK YOUR LIFE**  
**Trisha Miltimore, Chief Passion Igniter, Contagious Leadership Training, West Kelowna, British Columbia**  
 Tools & Habits for being effectively adaptable, authentically resilient and creatively courageous.  
 #yesyoucan
- 12:15 – 1:15 pm **Lunch - Imperial 5,7,9**
- 1:15 – 2:15 pm **The Power of Presence for Woman Who Lead**  
**Carol Kinsey Goman, Ph.D., President, Kinsey Consulting Services, Berkeley, California**  
 Leadership presence depends entirely on how other people evaluate you -- and women face unique challenges when it comes to being perceived as leaders. While you don't have total control over people's perceptions, you have more control than you think.

- 2:15 – 2:50 pm **The B Word: Unmasking the Illusion and Redefining Success**  
**Katelyn Duban, President, Wild Rose Farmer Inc., Coalhurst, Alberta**  
 The B Word - it's not what you think. This presentation blends humor and wisdom to challenge conventional notions, aim to redefine success and offer a fresh perspective that embraces the dynamic ebb and flow of priorities and experiences.
- 2:50 – 3:20 pm **Coffee and networking - Sponsored by Cargill**
- 3:20 – 4:10 pm **Transforming Toxicity: Overcome Negativity and Foster Lasting Change**  
**Beverly Beuermann-King, Workplace Culture and Resiliency Expert, R 'n' B Consulting Corp. - Work Smart Live Smart, Little Britain, Ontario**  
 Challenging employees test your patience and drain your energy, but turning the tide requires skillful management and patience. In our transformative program, we reveal valuable insights to tackle employee attitude issues head-on.
- 4:10 – 4:40 pm **The Journey to Girlboss**  
**Karlene Yakemchuk, Farmer & Independent Consultant, Scattered Spruce Salers (Farm) & Scattered Spruce Ag Services Ltd (Consulting Firm), Hairy Hill, Alberta**  
 The 20,000 ft view and synopsis of a young female farmer and independent consultant, carving her way from day job to entrepreneur, balancing farm life, young children, and life in the fast lane. Trials and tribulations, and most importantly, learnings.
- 4:40 – 5:10 pm **Am I a Farmer? - Dealing with imposter syndrome**  
**Ashley Perepelkin, Co-Owner, Perepelkin Farms, Condor, Alberta**  
 Born and raised city girl who fell in love with cows, Ashley will share her story of being a business owner and entrepreneur.
- 5:10 – 5:15 pm **Dianne Finstad, Moderator, Program Host, Red Deer County, Alberta**
- 5:15 – 7:00 pm **Reception - Sponsored by Nutrien**  
**Guest Entertainers**
- 7:00 – 10:00 pm **Banquet – Sponsored by TD**  
**Dianne Finstad, Moderator, Program Host, Red Deer County, Alberta**  
**Sponsor Welcome:**  
**Be True to Yourself**  
**Julie Dimitri, National Manager, Women in Enterprise, TD Business Banking, Toronto, Ontario**  
 Sourcing from her personal experience in her career as an entrepreneur and now as a leader in a corporation, how has being true to herself impacted her successes. When we hold ourselves back, is it founded on external barriers or deep down on our inability to step out of our comfort zone. Lastly, are we getting the right level of advice when it comes to our business finances but also our personal financial situation.
- Welcome: Iris Meck, Conference Director, Glacier FarmMedia, Calgary, Alberta**

## Tuesday, March 19, 2024

- 7:00 am **General Registration Opens**
- 7:00 am on **Drop off your luggage in the Doll Herald Room**

- 7:00 – 8:30 am **Agriculture and Agri-food Canada Round Table - By invitation only - Stephen Room AB**
- 7:30 – 8:30 am **Continental Breakfast – Imperial Room 5,7,9**  
**Sponsored by FCC**
- 7:30 – 8:30 am **Nutrien Private Breakfast – By invitation only - Bannerman Room**
- 7:30 – 8:30 am **Breakfast Workshop – Everyone welcome! - Walker Room**  
**Navigating Funding and Collaboration Opportunities with CFIN**  
**Hubba Khatoon, Regional Innovation Director (Prairies), Canadian Food Innovation Network, Calgary, Alberta**  
This workshop guides participants through the challenges and solutions in the Canadian food innovation landscape, emphasizing collaboration and accessing funding opportunities provided by the Canadian Food Innovation Network (CFIN). From understanding CFIN's mission to exploring success stories and the intricacies of funding applications, participants will gain insights to foster innovation and propel their businesses forward.
- 8:30 – 8:45 am **Opening of AWC WEST 2024 – Ballroom**  
**Dianne Finstad, Moderator, Program Host, Red Deer County, Alberta**
- 8:45 – 9:45 am **More Than "Just Talking": Leadership and Communication Amidst the Dynamics, Politics, and Powerplays of our Workplaces**  
**Lauren Sergy, Owner, Up Front Communication, Edmonton, Alberta**  
Communication is a highly complex activity, and there are many - including power and trust - that affect how we interact with one another. Whether you lead a team, run a business, or report to someone else, you will learn how interpersonal dynamics are affecting your communication along with strategies for navigating those murky waters.
- 9:45 – 10:15 am **Coffee and Networking Break – Sponsored by Bunge**
- 10:15 – 10:45 am **Unlocking Your Career's Potential**  
**Christine Gillespie, President & CEO, Gaia Global Advisors, Calgary, Alberta**  
We often get a lot of advice to get our careers started, how to land the first job, how to deliver results, but then sometimes we get stuck, unsure of how to progress further. This presentation will help you develop strategies to unlock your career's potential.
- 10:45 – 11:45 am **The Notables - Winners Circle Panel Discussion**
- 11:45 – 12:00 pm **Dianne Finstad, Moderator, Program Host, Red Deer County, Alberta**
- 12:00 – 1:10 pm **General Lunch & Student Sponsor Lunch - Sponsored by FEAD**  
**General Lunch – Imperial Ballroom 5,7,9**  
**Student Sponsor Lunch - Stephen Room AB**
- 1:10 – 1:15 pm **Dianne Finstad, Moderator, Program Host, Red Deer County, Alberta**
- 1:15 – 1:50 pm **Power of Pivoting**  
**Jennifer Mercer, Director, Talent Attraction & Sourcing, Nutrien, Fort Saskatchewan, Alberta**  
Jennifer will outline the progress of her career through the power of pivoting from science, to engineering, to maintenance, to leadership, to global talent attraction. Knowing when to take risks, step outside of her comfort zone, and being open-minded to learn new skills helped her to discover new ideas and unlock hidden potential.

1:50 – 2:20 pm

### **Leaders panel**

As consumers, we are now surrounded by an abundance of new technology. It's important to consider what driving forces and technologies will be crucial in the fields of agriculture and food. With the emergence of technologies such as robotics, AI, biologicals, transgenic, genomics, and indoor farming, we need to be aware of the benefits and risks associated with them. What developments should we be keeping an eye on in the coming days?

- **Sherry Lees, Vice President Finance, Parrish & Heimbecker, Winnipeg, Manitoba**
- **Jennifer Mercer, Director, Director, Talent Attraction & Sourcing, Nutrien, Fort Saskatchewan, Alberta**
- **Linda Rietveld, Director & Group Lead, Alberta Agriculture, Scotiabank, Calgary, Alberta**
- **Kalen Paulson, Product Coordinator, Agriculture Financial Services Corporation, Edmonton, Alberta**
- **Elizabeth Hucker, AVP Marketing and Sales – Bulk, CPKC, Calgary, Alberta**

2:20 – 2:50 pm

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

2:50 - 3:20 pm

### **My Story - From Family Ag Business to Real Estate**

**Kaitlyn Blair, Co-Owner & Lead Designer, Spruce Homes, Corman Park, Saskatchewan**  
Walking away from an opportunity that would have been "easy" in order to pursue their dreams of entrepreneurship, Kaitlyn and her husband Brad began and grew a business at the age of 25. From nobody's in an unknown city to now being named Saskatoon's 2023 Customer Choice Builder, Kaitlyn shares her story to success and the many roadblocks along the way.

3:20 – 3:50 pm

### **Leaders 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?

- **Kendra Wack, Consultant and Executive Director, Degree Three Consultancy and FEAD (Female Entrepreneurs in Agri-Food Development), Saskatoon, Saskatchewan**
- **Nikki Briggs, Head of W by ATB, ATB Business, Calgary, Alberta**
- **Nathalie Paquin, General Manager, Cargill Case Ready, Calgary, Alberta**
- **Megz Reynolds, Executive Director, The Do More Agriculture Foundation, Diamond Valley, Alberta**
- **Emily Bland, SeedEO, SucSeed, Canadian Agricultural Youth Council, St. John's, Newfoundland**

3:50 – 4:20 pm

### **"Nothing Is Stopping You But Air & Fear!"**

**Melody Garner-Skiba, Owner, Rocking Heart Ranch, Waterton, Alberta**

Walk alongside Melody as she talks about her journey where she swallowed her fear and embraced her power. Her power to pivot, grow, mentor, and lead will be illustrated by real-life examples with tangible messages for you to take home and instill in your daily life.

4:20 – 4:30 pm

### **Closing Comments for the Day**

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