



**AWC EAST 2024 Conference Draft Agenda
Sheraton Fallsview, Niagara Falls, Ontario**

Sunday, November 17, 2024

- 11:30 - 7:00 pm **AWC Registration Opens - Level 3, Sheraton Fallsview**
Delegate bag sponsored by P&H

- 12:00 – 6:00 pm **AWC/Cider Canada Tour**
Depart Hotel lobby
Link to register and more information: <https://www.cidercanada.ca/awc-cider-tour>

- 1:00 - 5:00 pm **In the Know: Mental Health Workshop for the Agriculture Community**
Erica Sayles, Program Outreach Coordinator, Canadian Mental Health Association – Ontario Division: Agriculture Wellness Ontario, Stratford, Ontario
Rebecca Posthumus, In the Know Program Coordinator, Canadian Mental Health Association Ontario, Stirling, 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.

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

- 12:00 Noon **Registration opens for FEAD Table Talk Conference (Female Entrepreneurs in Agri-Food Development) - 3rd Level, Sheraton Fallsview**

- 12:00 – 5:30 pm **FEAD Table Talk conference (EAST)**
Table Talk with FEAD is a semi-annual mini-conference that is curated to create community and collaboration for food founders and leaders. We strive to connect the community by providing resources, connections, and support programming to secure the economic future for food founders in Canada.
 - **Event Link:** <https://www.fead.ca/tabletalk-east-2024>
 - **To register:** <https://www.eventbrite.ca/e/table-talk-30-tickets-966708720807?aff=oddttdtcreator>

- 7:00 - 8:30 pm **Student Sponsor Networking Reception – 3rd LEVEL**
The Importance of Networking and Building Strong Relationships
All students and sponsors welcome.

Monday, November 18, 2024

- 7:00 - 8:00 am **General Registration, Continental Breakfast and Networking - 3rd Level**
Delegate Bag sponsored by P&H
- 8:00 - 9:15 am Stream A Workshops - 5th Level**
- 8:00 - 9:15 am **Workshop 1**
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.
- 8:00 - 9:15 am **Workshop 2**
7 Ways to Beat Burnout: Without Quitting Your Job
Beverly Beuermann-King, Workplace Culture and Resilience 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.
- 8:00 - 9:15 am **Workshop 3**
Why its Your Busine\$\$: Understanding, Recognizing and Responding to Domestic Violence both in and out of the Workplace
Andrea Chantree, Rural Response Counsellor, Family Transition Place, Orangeville, Ontario
Keely Horan, Rural Response Counsellor, Family Transition Place, Orangeville, Ontario
Learning what to do when domestic violence enters into your life either personally or through your employment.
- 8:00 - 9:15 am **Workshop 4**
The Dollars and Cents - Growing Financial Literacy for Beginners
Kendra Wack, Executive Director of FEAD (Female Entrepreneurs in Agri-Food Development), Founder of Degree Three Communications, Saskatoon, Saskatchewan
Join Kendra as you discover the very basics of the numbers that seem like another language, especially when they don't come naturally. As a self-proclaimed financial illiterate entrepreneur with a learning disability affecting my ability to synthesize numbers Kendra has built and exited a multi-million-dollar business before the age of 30 and is the youngest to graduate from the University of Saskatchewan MBA. How? Understanding the signals and knowing when to lean on the tools and ask the questions. Kendra wants to share her secrets with you. Please make sure that you bring your computer and have access to excel and google drive.
- 8:00 - 9:15 am **Workshop 5**
Succession & Estate Planning: Taking a step forward
Marla Rice, Partner, BNG Bossy Nagy Group, Tillsonburg, Ontario
Tracy VanPuymbroeck, Partner, BNG Bossy Nagy Group, Tillsonburg, Ontario
Succession and estate planning is a journey made of many steps and gathering your information together is a crucial one. In our interactive workshop, we will discuss how to determine your net worth and create a legacy binder as part of setting the foundation for fair and thoughtful estate distribution.
- 8:00 - 9:15 am **Workshop 6**
The Advice You Likely Didn't Receive: Connecting in the Back 40.
Lauren Van Ewyk, CEO, National Farmer Mental Health Alliance, Courtright, Ontario
Farmers are a unique breed, as we face different stressors than most people and have had to be resilient for far too long. Learn how to connect well with farmers, their families, and communities to ensure you are able to provide the services and care you desire to help our nation's farmers thrive.

8:00 – 9:15 am **Workshop 7 - Fireside Chat**
The Importance of Strategic Agribusiness Partnerships and Innovation in Today's Marketplace
Marianne Edward, Operations Manager, Sheldon Creek Dairy, Loretto, Ontario
Ian Almeida, Associate Advisor, Roy Chopp Insurance & Financial Services, Co-operators, Orangeville, Ontario
How key business relationships have helped grow and foster your agribusiness needs. What does it take to maintain positive growth moving forward.

9:15 - 9:30 am **Quick Coffee Break – 5th Level**

Stream B Workshops - 5th Level

9:30 - 10:45 am **Workshop 1**
The Dos and don't that can Impact Your Business and Personal Financial Situation
Sarah Seguin, Women in Enterprise Banker and Certified Women Champion Financial Planner, TD Bank, Toronto, Ontario
Patricia Catalo, Women in Enterprise Banker, TD Bank, Toronto, Ontario
Jetty Neufeld, Senior Financial Planner, TD Wealth Financial Planning, Leamington, Ontario
Join Sarah, Patricia and Jetty for an interactive session where these experts in their respective fields will be interviewed. A banker working with women entrepreneurs and a women champion Certified Financial Planner. They see, every day, situations where we place our business or personal financial situation at risk and they want to share recommendations with you. Plus, you'll have time to ask them questions.

9:30 - 10:45 am **Workshop 2**
Harness Your Energy – Build Your Resilience: Everyday Lessons To De-Stress, Decompress and Engage More in Life
Beverly Beuermann-King, Workplace Culture and Resilience 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.

9:30 - 10:45 am **Workshop 3**
Why its Your Busine\$\$: Understanding, Recognizing and Responding to Domestic Violence both in and out of the Workplace
Andrea Chantree, Rural Response Counsellor, Family Transition Place, Orangeville, Ontario
Keely Horan, Rural Response Counsellor, Family Transition Place, Orangeville, Ontario
Learning what to do when domestic violence enters into your life either personally or through your employment.

9:30 - 10:45 am **Workshop 4**
Communications for Conflict - Strategizing through Sticky
Kendra Wack, Executive Director of FEAD (Female Entrepreneurs in Agri-Food Development), Founder of Degree Three Communications, Saskatoon, Saskatchewan
Does the word "conflict" make you squirm in your seat? Do you feel out of alignment or a lack of understanding when it comes to communicating what's important to you, to your partner, leader, or team? Together, let's get confident with conflict and learn to enjoy the journey of sticky. We will put you in the driver's seat of leading yourself through developing a communications strategy with a values and alignment analysis led by FEAD Executive Director and Founder of Degree Three Communications, Kendra Wack.

9:30 - 10:45 am **Workshop 5**
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!

- 9:30 - 10:45 am **Workshop 6**
Stocking your Mental Health Toolbox
Rebecca Posthumus, In the Know Program Coordinator, Canadian Mental Health Association Ontario, Stirling, Ontario
Erica Sayles, Program Outreach Coordinator, Canadian Mental Health Association – Ontario Division: Agriculture Wellness Ontario, Stratford, Ontario
 Join us 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.
- 9:30 – 10:45 am **Workshop 7**
Career Success Kit: Preparing to find, apply to a job, or transition to a new job once you are employed
Katie Hunter, Talent Solutions Manager, AgCareers.com, Guelph, Ontario
 Dive into the career search strategy, how to find the right role, how to apply, things to consider during your application and interview process, questions to ask and more. Katie will share tips for success that will be helpful when looking for a new role or transitioning roles throughout your career.
- 10:45 - 11:15 am **Coffee and Networking Break - Sponsored by FCC – 3rd Level**
- 11:15 - 11:30 am **Welcome**
Dianne Finstad, Communications Specialist, Red Deer, Alberta
- 11:30 - 12:10 pm **Break The Cycle: How To Create Meaning Relationships**
Lauren Van Ewyk, CEO, National Farmer Mental Health Alliance, Courtright, Ontario
 Communication is the key to meaningful connection, and so, as long as we have connection and relationship we have influence. Engagement in communication skill-building can lead to healed relationships, effective and efficient leadership, and attaining your life goals.
- 12:15 - 1:15 pm **Lunch**
- 1:15 - 2:15 pm **The Power of Presence for Women Who Lead**
Carol Kinsey Goman, Ph. D., President, Kinsey Consulting Services, Berkeley, California
 I help talented professionals build their leadership presence. This session is an overview of what I've taught hundreds of female leaders in over 400 international organizations – and what they've taught me – about the verbal and non-verbal communication strategies that most powerfully impact the impression we make.
- 2:15 – 2:45 pm **Understanding Trends in Agriculture & Food Employment Marke: Empower Your Team & Yourself in the Workplace**
Kathryn Doan, CVO, AgCareers.com, De Lacy Executive Recruitment & Food Grads, Guelph, Ontario
 Kathryn will share recent HR trends and updates about the current employment market in Agriculture and Food and share how understanding the current market can help to employ your team and yourself.
- 2:45 – 3:30 pm **Coffee and Networking Break – Sponsored by Bayer CropScience Inc.**
- 3:30 – 4:10 pm **Transforming Toxicity: Overcome Negativity and Foster Lasting Change**
Beverly Beuermann-King, Workplace Culture and Resilience Expert, R'n'B Consulting Corp., Work Smart Live Smart, Little Britain, Ontario
 Challenging team members 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 attitude issues head-on.
- 4:10 – 4:50 pm **Embracing Imperfection: The Path to True Success**
Nelly Elinam Kurd-Marckay, Quality and Food Safety Manager-West Africa, Bunge, Tema, Greater Accra, Ghana
 This presentation explores the transformative power of letting go of perfectionism and how embracing imperfection can lead to increased productivity, creativity, and overall well-being. By sharing personal experiences and practical strategies, the session aims to inspire and equip individuals to pursue true success in both their personal and professional lives.

- 4:50 – 5:00 pm **Day Recap**
Dianne Finstad Communications Specialist, Red Deer, Alberta
- 5:00 – 7:00 pm **Reception and Networking - Sponsored by Calgary Economic Development**
- 7:00 – 10:00 pm **Banquet - Sponsored by TD**
Opening Comments Dianne Finstad, Communications Specialist, Red Deer, Alberta
Guest speaker
Be True to Yourself
Julie Dimitri, National Manager, Women in Enterprise, TD Business Banking, Toronto, Ontario
Sourcing from my personal experience in my career as an entrepreneur and now as a leader in a corporation, how has being true to myself impacted my 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 From the Host**
Iris Meck, Founder and Host of AWC, Conference Director, IMCI, Farms.com, Calgary, Alberta

Tuesday, November 19, 2024

- 7:00 - 8:20 am **Think “Ag” – Everyone welcome!**
Kalysha Hanrahan, thinkAG Manager, Agriculture in the Classroom Canada, Winnipeg, Manitoba
Join this breakfast session to hear the highlights of AITC’s successful initiatives in encouraging high school students to explore diverse career paths in agriculture, showcasing the programs and campaigns. By collaborating with universities and industry partners, AITC fosters a new generation of agricultural professionals equipped with the skills and enthusiasm to innovate within the sector.
- 7:00 - 8:20 am **Chicken Farmers of Canada – Everyone welcome!**
Keisha Rose, R.A. Rose and Sons, East Point Potato, President of The Prince Edward Island Federation of Agriculture, Lakeville, Prince Edward Island
Keisha Rose will lead a discussion the importance of women coming together in the industry to share common ground. Some of the main topics of the roundtable will be;
 - The different roles that women /people as primary producers can hold in their respective businesses or in a farm organization.
 - Identifying Opportunities to grow and learn in the industry from the “typical” role a person may fall into.
 - Championing mentors and seeking out those mentors as support systems to gaining knowledge and pushing you forward.
- 7:00 – 8:20 am **AAFC Roundtable - Private event, by invitation only.**
- 7:30 - 8:30 am **General Registration Continues and Continental Breakfast**
- 8:30 - 8:45 am **Welcome Message**
Dianne Finstad, Communications Specialist, Red Deer, Alberta
- 8:45 - 9:25 am **Believe in Yourself**
Le Luong, CEO, Nurture Growth Biofertilizer Inc., Mississauga, Ontario
Le will take us on the entrepreneurial journey of a female co-founder of a biofertilizer company. She has consistently demonstrated a track record of success throughout her career, excelling in various leadership roles and earning recognition for her outstanding achievements and contributions. How did she do it? Join in the conversation!
- 9:25 – 10:00 am **Generational Communications**
Kristin Pronschinske, Business Consultant, NuVue Consulting, River Falls, Wisconsin
Ever wonder why how each generation has difficulties talking with other generations? This presentation will discuss how each generation grew up and the why's and how's of communicating with each generation.
- 10:00 – 10:30 am **Coffee and Networking Break – Sponsored by Cargill**

- 10:30 - 11:00 am **Creating and Celebrating an Intentional Life in Agriculture**
Angela Grant Saunders, Owner/ Director of Beauty & Flavour, Saunders Farm & Saunders Cider, Munster, Ontario
 Do you love what you're doing? Angela does and will share her journey from Music Teacher to Creative Director and Co-Owner of Saunders Farm, the amazing award-winning Agritourism destination she shares with her husband Mark. From challenges and pivots to new revenue streams and countless memories for her guests, Angela has helped create both a workplace and a life she's proud of living.
- 11:00 - 11:45 am **Growing Wildy: My Own Path**
Julie Thurgood-Burnett, President & CEO, Hereward Farms Inc., East Garafraxa, Ontario
 Transitioning from a marketing maven to a lavender farmer and beauty and home line entrepreneur, she has harnessed her skills in branding and storytelling to cultivate a sustainable, thriving business at Hereward Farms. Her journey has been fueled by a passion for nature, creativity, and a commitment to producing all-natural, Canadian-made products that resonate with the community
- 11:45 - 1:00 pm **General Lunch & Student Sponsor Lunch - Sponsored by Female Entrepreneurs in Agri-Food Development (FEAD)**
- 1:00 – 2:00 pm **Farmer panel:**
- **Keisha Rose, R.A. Rose and Sons, East Point Potato, President of The Prince Edward Island Federation of Agriculture, Lakeville, Prince Edward Island**
 - **Amy VanderHeide, Owner/Operator, Mountain Base Farm and Coldbrook Farms Ltd., Coldbrook, Nova Scotia**
 - **Sharon Wright, Manager and Co-owner, Wright's Family Farm; Instructor, College of the North Atlantic, Pasadena, Newfoundland**
 - **Julie Wynette, President, Brenwyn Farms Ltd., Tavistock, Ontario**
- 2:00 – 2:30 pm **Mind over Chatter: Thoughts Matter**
Alycia Chrenek, DVM, Associate Director Veterinary Services - Cattle & Equine, Zoetis Canada, Red Deer County, Alberta
 Our future depends on being a good advocate for the agriculture industry, the mental health of farmers, and understanding the impacts on sustainability. It starts with us. Learning strategies to strengthen our mental fitness and help those around us, will influence the sustainability of our industries.
- 2:30 – 3:00 pm **Coffee and networking Break – Sponsored by Bunge**
- 3:00 – 4:00 pm **Leader Panel discussion: The agriculture industry is complex and ever-evolving. In the current environment, what strategies can women employ to become effective leaders? Reflecting on your career, what shifts have you observed in the realm of female leadership? What are the barriers hindering their progress? Additionally, where do women demonstrate remarkable proficiency, and in what areas do we encounter persistent challenges that require attention?**
- **Kendra Wack, Executive Director of FEAD (Female Entrepreneurs in Agri-Food Development), Founder of Degree Three Communications, Saskatoon, Saskatchewan**
 - **Kimberly Runge, Director, Crop Nutrients Canada, Parrish & Heimbecker Ltd., Weyburn, Saskatchewan**
 - **Jennifer Angus-Waldron, Environmental Sub Regional Lead Canada, Cargill Limited, London, Ontario**
 - **Robin Angell, North America, Australia, New Zealand Crop Protection Product Team - Project Manager, Bayer CropScience, Guelph, Ontario**
- 4:00 – 4:20 pm **Closing Speaker**
Growing Forward: What's Next for Women Leaders in Agriculture
Robin Angell, North America, Australia, New Zealand Crop Protection Product Team - Project Manager, Bayer CropScience, Guelph, Ontario
 Let's look ahead and build on the connections and insights gained from the Advancing Women in Agriculture Conference. I will share my experience as woman in agribusiness leadership, offering actionable strategies for sustaining networks and taking bold, forward-focused steps in your leadership journey. Together, we'll explore how to keep the momentum going and shape the future of agriculture with confidence.

4:20 – 4:30 pm

Closing Comments

Dianne Finstad, Communications Specialist, Red Deer, Alberta