



HYATT REGENCY CALGARY, ALBERTA CANADA • MONDAY APRIL 6 AND TUESDAY APRIL 7, 2015

Conference Agenda Draft

Monday April 6, 2015

- 1:00 – 2:00 pm Registration and Welcome Coffee Reception
- 2:00 – 2:15 pm **MC Welcome – Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 2:15 – 2:30 pm **Introduction and Welcome Coffee Reception Sponsor Message**
- 2:30 – 3:30 pm ***Women in Leadership Roles: Listen and be Inspired!***
Alanna Koch, Deputy Minister, Saskatchewan Ministry of Agriculture, Regina, Saskatchewan

 Alanna will speak to her experiences, challenges and successes in the agri-food industry.
- 3:30 – 4:40 pm ***Dream it...Do it...Live it***
Debbie Travis, Chief Creative Officer, Debbie Travis Branding, Westmount, Quebec

 Debbie’s presentation includes her 10 commandments on how to successfully transform your dreams into your ideal life.
- 4:40 – 5:40 pm **Courtenay Wolfe, Former President & CEO, Salida Capital, Toronto, Ontario**
- 5:45 – 7:00 pm Reception sponsored by Dow AgroSciences
- 7:00 - 8:50 pm Banquet Dinner Sponsored by Bayer CropScience Inc.
- 7:10 – 7:15 pm **Welcome**
Iris Meck, President, Iris Meck Communications Inc, and host of the Advancing Women Conference, Calgary, Alberta
- 8:00 – 8:25 pm **Introduction and Reception Sponsor Message: Kay Kuenker, Vice President of Global Affairs and Government Affairs, Dow AgroSciences, Indianapolis, Indiana**
- 8:25 – 8:50 pm **Introduction and Banquet Dinner Sponsor Message: Bayer Crop Science**
- 8:50 – 10:00 pm Reception and networking

Tuesday April 7, 2015

- 7:00 - 8:00 am Registration and breakfast sponsored by DuPont - Pioneer
- 8:00 – 8:10 am MC Welcome
- 8:10 – 8:20 am **Introduction and Breakfast Sponsor Message: DuPont Pioneer**
- 8:20 – 8:30 am **Introduction and Coffee Sponsor Message**
- 8:30 - 9:20 am ***Transition from Grassroots to Corporate Boardroom***
Susan Blair, Executive Director, Boehringer Ingelheim (Canada) Ltd, Burlington, Ontario
- Lessons learned and critical success factors in a journey from Saskatchewan grain and cattle producer, to the head of Boehringer Ingelheim's Canadian Animal Health business.
- 9:20 - 10:10 am ***Wise Women & Wealth***
Gwen Paddock, National Manager, Agriculture & Agribusiness, Client and Business Strategy, RBC Royal Bank, Toronto, Ontario
- Whether by circumstances or by choice, women are finding themselves in roles where they must be responsible for long-term financial needs and security. Are you ready to be the CFO of your household?
- 10:15 - 10:45 am Coffee and Networking Break
- 10:45 – 11:45 am ***The Role of Women as Leaders***
Kirstine Stewart, Managing Director and Head of Twitter Canada, Toronto, Ontario
- Traditional leadership traits almost universally stem from the masculine point of view. But that's changing very quickly, especially as more women than ever before enter the corporate and political realms. Kirstine Stewart shows us that it has never been a better time to be a driven woman, ready to subvert stereotypes and take your rightful place as a leader.
- 11:45 – 12:05 noon **Introduction and Lunch Sponsor Message: Agriculture Financial Services Corporation**
Introduction and Coffee Break Sponsor Message: Cargill Ltd.
- 12:10 – 1:30 pm Lunch sponsored by Agriculture Financial Services Corporation
- 1:30 – 2:45 pm **Women Talk**
- Panelist 1 – *Dealing with the Media: Friend or Foe?***
Trish Jordan, Public and Industry Affairs Director, Monsanto Canada, Winnipeg, Manitoba
- Ask anyone about their experience dealing with the media and you'll usually hear a horror story about how "they got it all wrong!" Media can be friend or foe, make your life easy or ruin your day. How can you engage with media in a confident way and ensure your story or your voice is heard.

Panelist 2 – *It's Your Time to Lead!*
Wynne Chisholm, President and CEO, W.A. Ranches Ltd, Calgary, Alberta

Think "Cattle Ranching" and what images come to mind? Cowboys? Calves? Picturesque landscapes? BBQ's? Wynne sees confident women in leadership roles who are connecting their cattle operations to the community and the consumer. Join Wynne for a quick ride through the joys and challenges of leading one of the best cow-calf operations in Canada.

Panelist 3 – *Entrepreneurship in Agriculture*
Jennifer Carlson, Founder, Baby Gourmet Foods Inc., Calgary, Alberta

Bringing innovation in agriculture to market and overcoming growth challenges.

Panelist 4 – *A Recipe for Success*
Liana Robberecht, Executive Chef, Calgary Petroleum Club, Calgary, Alberta

Being successful in your career of choice takes hard work, perseverance and passion. In this session, Liana will discuss her recipe for success including overcoming obstacles, having a clear focus on goals, and staying true to your passion.

2:45 – 3:15 pm Coffee and Networking Break sponsored by Cargill Ltd.

3:15 – 4:15 pm ***Body Language for Women Who Lead***
Carol Kinsey Goman, Owner, Kinsey Consulting Services, Berkeley, California

Nonverbal skills are a crucial part of all interpersonal interactions. In the business world, they are essential to being perceived as having executive presence or potential.

4:15 – 4:30 pm Closing message

Many Successes to You