



Advancing Women Conference expanding, with events planned for Calgary *and* Toronto in 2015

FOR IMMEDIATE RELEASE

Calgary, August 18, 2014 – Two days of learning and networking, two cities to choose from and many more ways to be inspired about a future in agriculture. After a successful first edition in Calgary in 2014, the Advancing Women conference is set to grow.

IMCI today announced that Advancing Women conferences will take place in Calgary *and* Toronto in 2015. The Calgary event will be held April 6 and 7, 2015 at the Hyatt Regency and is open for registration at www.advancingwomenconference.ca.

The first *Advancing Women: Life Skills for Leadership – Women in Ag Conference* was held at Calgary's Deerfoot Inn & Casino on April 29, 2014 and attracted an outstanding group of registrants, speakers and sponsors. According to Iris Meck, conference organizer and owner of IMCI, there was no mistaking the reaction of those in attendance.

“At the reception the evening before, people were already coming up to me asking about 2015,” says Meck. “People took the time to fill out their conference evaluation forms very thoughtfully, and most said: ‘let’s do this again, only bigger and better.’”

As Meck explains, the 2014 event consisted of an evening reception and a one-day conference. For 2015, the Advancing Women Conference in Calgary will begin on the afternoon of April 6 and then run the full day of April 7.

Holding the event at the larger Hyatt Regency will allow more people to take part and make it easier to move around and meet people. The event's networking possibilities will also be enhanced by a banquet on April 6.

As in 2014, the 2015 *Advancing Women: Life Skills for Leadership – Women in Ag Conference* will feature a first-class faculty of speakers. These will include Alanna Koch,

Saskatchewan's Deputy Minister of Agriculture; Courtenay Wolfe, former President and CEO of Salida Capital and Gwen Paddock, Royal Bank's National Manager of Agribusiness, Client and Business Strategy. Speakers for the 2015 program are listed on the website at www.advancingwomenconference.ca Details on the Advancing Women Conference to be held in Toronto in 2015 will be announced in the coming months.

For Meck and the team at IMCI, doubling the footprint of the Advancing Women Conference and moving cross-country is a challenge to be savored.

"At the conference in April, so many young women told me that the experience had changed the way they thought about their future," says Meck. "With all the support, mentoring and inspiration they saw around them, they knew that agriculture *was* the right place for them. I couldn't ask for more."

The Calgary edition of the 2015 Advancing Women: Life Skills for Leadership – Women in Ag Conference will take place on April 6 and 7, 2015 at the Hyatt Regency Calgary. For more information and to register, visit www.advancingwomenconference.com or call IMCI at 403-686-8407.

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