



# Embrace the Opportunity

## Coach On Call

Book 30 minutes for a private coaching session with one of our on-call coaches. They will listen, guide, and empower you for better clarity of expectations and help mark the necessary steps towards meeting your goals. Sessions are confidential and can take place in a quiet space in the convention centre. The coaching sessions are part of your AgEx Conference package, on a first-come, first-served basis.

### Audrée Morin – Business Advisor, FCC



Audrée grew up on a broiler operation in Québec. After earning a degree in Agriculture Business at the University of Guelph, she worked for Farm Credit Canada (FCC) as a lender throughout Ontario. Today she is an FCC Business Advisor, helping farm families with their pathway to transition. In addition, for the last 4 years, she has served as a delegate for the Egg Farmers of Ontario. Audrée and her husband own and operate a layer and dairy operation in Norwich, Ontario.

Book a session by text with Audrée at [519-320-0750](tel:519-320-0750)

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### Edward Broschinski – Lead Market Analyst, Cargill



Ed started with Cargill as a grain buyer in Balcarres, SK, and became a grain marketing advisor in 2017. Hethen moved into the Cargill MarketSense Lead Market Analyst chair in 2022. He currently lives with his partner Lisa and family, in Battleford SK. He was raised in rural Ontario and learned the value of hard work at a young age in the dairy barn and tobacco fields. Ed moved to Western Canada in 2005 and spent 10 years working in the energy industry. During that time, he earned a degree in Economics and Business Management from the University of

Calgary. Ed has written research papers on optimizing economic regulation and forecasting commodity prices based on inventory levels.

[Book your session with Ed here](#)

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### Derryn Shrosbree – Founder, 33seven



Born in South Africa, Derryn completed his undergraduate degree in mathematics and did his honours in Australia and finally finished his studies with a Master of Science in mathematics from The London School of Economics.

Derryn worked in Tokyo for 5 years and on Wall Street for 5 years structuring and trading credit derivatives before shifting his attention to personal wealth creation.

The last 16 years has been dedicated to building financial freedom. Derryn lives with his wonderful wife and three boys on a farm in the middle of a forest in southwestern Ontario.

For more information about 33seven, check out their video [Farm Liquidity Solution](#).

[Book a session with Derryn here](#)

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### Elaine Froese – Farm Family Coach, Seeds of Encouragement



Froese Family Farms near Boissevain in Southwestern Manitoba is Elaine's home base, where she farms with her husband, son, and daughter-in-law. At 66, her succession plan is building a team of 7 coaches to replicate her work.

Elaine understands the culture of agriculture and is gifted at helping folks see great outcomes and workable paths for their family farms.

Froese has coached over 1000 families helping decrease their anxiety over the uncertainty of their future. She has authored 5 books, and written a column for 28 years in Grainews. She is also seen in Progressive Dairy and Spud Smart magazine. She is a winner of the Wilson Loree Excellence in Farm Management Award. Her mission is to help families find harmony through understanding.

Book a session by text with Elaine at [204-534-7466](tel:204-534-7466)

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### Kelly Dobson- Founder, Chief Performance Coach, LeaderShift Inc.



Kelly Dobson is President of LeaderShift Inc. and is Head Coach of the National Farm Leadership Program.

Kelly has been formally coaching in the ag space since 2017. Initially working with farm families – primarily dads, sons & siblings, which expanded to include cohort-based coaching through the National Farm Leadership Program (NFLP). The success of the NFLP branched Kelly's client base to include agribusiness managers of both private and multinational firms.

Kelly's primary interest is in equipping and supporting people to adapt to their changing environment, roles, responsibilities, and relationships. Over time, their work becomes a catalyst for personal innovation and growth that underpins their professional success.

Kelly is also the current leader of a fourth-generation farm at Fairfax, Manitoba. He has served agriculture for over a decade, chairing groups provincially and federally. He is a Certified Executive Coach and holds MA in Leadership from Royal Roads University.

[Book a session with Kelly here](#)

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