



AGRICULTURAL EXCELLENCE CONFERENCE

NOVEMBER 21-23, 2017

OTTAWA, ONTARIO

NOVEMBER 21

6:00PM-9:00PM REGISTRATION / COCKTAIL RECEPTION

NOVEMBER 22

7:30AM REGISTRATION/BREAKFAST

8:30AM WELCOME AND OPENING REMARKS

8:50AM **BENCHMARKING MANAGEMENT
PERFORMANCE:
HOW DO YOU MEASURE UP?**



HEATHER WATSON
FARM MANAGEMENT CANADA



TERRY BETKER
BACKSWATH MANAGEMENT
INC.

9:10AM **RESILIENCE AND AGILITY: HOW
TO CREATE A BEST IN CLASS
FARM BUSINESS!**



MICHAEL BOEHLJE
PURDUE UNIVERSITY

10:00AM HEALTH BREAK & NETWORKING OPPORTUNITY

10:20AM **FARM BUSINESS MANAGEMENT RESOURCE SHOWCASE***

LUNCH

12:00PM **CULTURE BEATS STRATEGY: FINDING
THE BEST ROLES FOR YOUR FARM TEAM**



ELAINE FROESE
FARM FAMILY COACH & SUCCESSION
PLANNING

1:40PM

**THE GREAT DEBATE: SUPPLY
MANAGEMENT – WIN, LOSE, OR
DRAW?**



SYLVAIN CHARLEBOIS
DALHOUSIE UNIVERSITY



BRUCE MUIRHEAD
UNIVERSITY OF WATERLOO

2:40PM HEALTH BREAK & NETWORKING OPPORTUNITY

3:00PM **BRIDGING THE GAP SESSIONS: YOUNG FARMERS' BEAR PIT / YOUNG AT HEART FORUM**
YOUNG AT HEART MODERATOR: ELAINE FROESE
YOUNG FARMER BEAR PIT MODERATOR: HALI VAN VLIET



5:00PM REJUVENATION

6:00PM BANQUET & AWARD PRESENTATIONS
HOSPITALITY SUITE / CONNECTIONS LOUNGE

NOVEMBER 23

8:00AM BREAKFAST

9:00AM WELCOME AND OPENING REMARKS

9:10AM **PANEL DISCUSSION: THE GREATEST RISK FACING THE FAMILY FARM**



MODERATOR: MAGGIE VAN CAMP



PRODUCER
BRENDA METCALF



PRODUCER
DAVID BEKING



ADVISOR
LEN DAVIES



ADVISOR
HUGH O'NEILL

10:30AM HEALTH BREAK & NETWORKING OPPORTUNITY

11:00AM **CONCURRENT SESSIONS/WORKSHOPS – PERIOD 1**

12:00PM LUNCH

1:00PM **CONCURRENT SESSIONS/WORKSHOPS – PERIOD 2**

1:40PM **CONCURRENT SESSIONS/WORKSHOPS – PERIOD 3**

2:20PM HEALTH BREAK & NETWORKING OPPORTUNITY

2:50PM **INTERNATIONAL INSIGHTS:
POSITIONING CANADA FOR
SUCCESS IN THE GLOBAL
MARKETPLACE**



CLAIR DOAN
NUFFIELD SCHOLAR

3:40PM CLOSING REMARKS

4:00PM ADJOURNMENT

CONCURRENT WORKSHOP SESSIONS

WORKSHOP 1 – Backswath Management Inc.

WORKSHOP 2 – BMO

WORKSHOP 3 – Dow AgroSciences

WORKSHOP 4 – Open to Workshop Sponsor

WORKSHOP 5 – Open to Workshop Sponsor

WORKSHOP 6 – Agri-Food Management Institute

***THE SHOWCASE**

The Farm Management Showcase provides an opportunity for industry stakeholders and especially farmers to learn about farm business management projects, programs, resources and tools available to them. Tables are hosted by industry groups including non-profits, private companies, government and academia, rotating every 15-20 minutes so that participants are exposed to a maximum number of offerings.

COACH ON CALL IN THE HALL

Are you looking for some insight and tools to talk to your parents or other farm team members? Do you need to know how to get unstuck with your communication? Do you wish you knew if what you are experiencing on your farm was workable to be changed ?

Book 30 minutes for a private coaching session with Farm Family Coach Elaine Froese. She will listen, guide, and empower you to create the next steps for better clarity of expectations and certainty of timelines for your role on your farm. She has coached over 600 farm families and written four books, so she has seen a lot of scenarios. Your session with her is a chance to figure out what you need to act on to get results for a better understanding of your needs and tasks for the stage you are at.

Sessions are confidential and can take place in a quiet space at the hotel, even in the lobby or down the hall.

So, if you see Elaine in an intense conversation, give her space. Book time with her and download her toolbox for free at www.elainefroese.com.

The coaching sessions are part of your conference package, on a first come first served basis. Text her at 204-534-7466 to book time.