



Saskatchewan Young
Ag-Entrepreneurs

FOCUS ON SUCCESS 2017

FOCUS ON SUCCESS 2017

January 5 & 6, 2017
Saskatchewan Room B, Saskatoon Inn - Saskatoon, SK



#FocusOnSuccess17



FOCUS ON SUCCESS

Presented by the Saskatchewan Young Ag Entrepreneurs

JANUARY 5-6, 2017

Saskatoon Inn & Conference Centre
Room: Saskatchewan Room B
Email: info@saskyoungag.ca
Phone/text: 306-221-7950

WEDNESDAY JANUARY 4 Casual Attire	7:30-9:30pm	Social Mixer at the Garden Café Lounge - Saskatoon Inn
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THURSDAY JANUARY 5 Business Casual Attire	11:30am	Registration
	12:00-1:00pm	Lunch
	1:00-1:15pm	Opening remarks - SYA Chair Shawn Mantyka
	1:15-1:45pm	Greetings from the Canadian Young Farmers Forum (CYFF) - Jody Berglund - MB/SK rep
	1:45-2:30pm	Godwin Pon - Finding Success in Saskatchewan's Valued-Added Industry
	2:30-3:00pm	Adrienne Ivey - Advocacy: Sharing our Farm Successes with Consumers
	3:00-3:45pm	Networking Break
	3:45-4:45pm	Marty Seymour - Limit Testing...Going All In
		Elaine Froese - Discuss the Undiscussabull - Communication and Conflict Resolution for Success

EVENING DINNER BANQUET

Formal Attire	
5:30pm	Cocktails
6:00pm	Dinner
7:00pm	Panel Discussion: Defining Success in the Agriculture Industry. Moderated by: John Gormley Panelists: Marty Seymour, Elaine Froese, Gerry Friesen, Adrienne Ivey

FRIDAY JANUARY 6 Business Casual Attire	7:15-8:15am	Breakfast
	8:15-8:30am	Day 2 Welcome
	8:30-9:30am	Gerry Friesen - Healthy Farmers = Healthy Farms
	9:30-9:45am	Coffee Break
	9:45-10:15am	Focus on Success - Roundtable Discussion
	10:15-11:00am	Cherilyn Nagel - Farm Policy: More Than Just Politics
	11:00-11:45am	Debra Hauer - Agriculture 2025: How the Sector's Labour Challenges Will Shape its Future
	11:45am-1:00pm	Lunch
	1:00-2:45pm	Elaine Froese - "Ask the Coach" Session
	3:00pm	Closing remarks and brief break before SYA Annual General Meeting

MEET OUR SPEAKERS



GERRY FRIESEN

“Experience is what you get when you don’t get what you want.” We live in a fast paced world where things are always changing. It is tough to get what you want. It is tough to keep up. At times it is simply a matter of survival. This chaos we work in and live in can have a detrimental effect on our health, our wellbeing and our relationships. It has the ability to create stress and conflict.

To a degree we thrive in chaos but it does take its toll. Then as the body and mind become weary our behaviours have a tendency to change. Our expectations for ourselves increase. Our expectations for others increase. And as that happens relationships suffer. Conflict ensues. Stress increases. As a result the chaos of a busy life manifests itself in our personal lives.

Through personal stories, humour and research find out how you can bring a sense of sanity and a more fulfilled life to the chaotic world you live in.

Gerry Friesen grew up on a farm and in 1983 took over the family farm. He operated the farm until 2007 when other interests demanded more and more of his time. From 1990 to 2005 Gerry was heavily involved in agricultural “politics” serving on the boards of Manitoba Pork Est., Manitoba Pork Marketing, Canadian Pork Council, and Keystone Agricultural Producers. This involvement gave him an opportunity to experience agriculture around the world. Since 2000 Gerry has dealt with innumerable farm families throughout the province as they seek to deal with financial issues. In 2007 he got involved with the Manitoba Farm and Rural Support Services. Aside from his private practice Gerry provides mediation services to the Manitoba Farm Mediation Board, Farm Debt Mediation Services, the Automobile Injury Mediation office and is a conflict management specialist with Backswath Management Inc. He facilitates workshops on a variety of topics including effective communication, conflict management, and stress management. A combination of his own life experiences, training in conflict resolution and intensive counseling training provide him the tools to help others who are struggling. He calls himself a recovering farmer. To learn more about Gerry visit his web site at www.gerryfriesen.ca.



ELAINE FROESE

As a certified farm family business coach, Elaine specializes in helping farm families work through the tough issues to take action. She creates a safe place for families to meet, plan for change and be clear about expectations. Faith Today magazine has dubbed her “Canada’s Farm Whisperer”.

Elaine is an award-winning author of Planting the Seed of Hope, and author of Do the Tough Things Right , and Farming’s In-Law Factor.

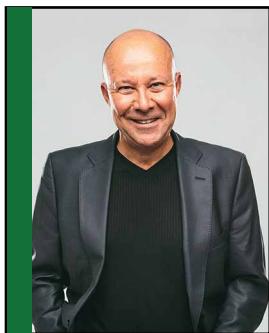
Elaine Froese, PHEc, CSP, CAFA, is a member of the Canadian Association of Farm Advisors and the Canadian Association of Professional Speakers.

She farms with her husband and married son, in southwestern Manitoba on a certified seed farm.

Elaine’s goal is to empower family, increase profit and secure legacy as she provides practical tools for farm families across North America.

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204-534-7466
www.elainefroese.com

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JOHN GORMLEY

John Gormley is a broadcaster, lawyer, columnist and best-selling author.

He hosts Saskatchewan's top-rated radio talk show, heard weekday mornings on CKOM Saskatoon and CJME Regina.

A former Member of Parliament, John was recognized several years ago by Saskatchewan Business Magazine as one of the province's most influential people.

His first book, "Left Out", published in 2010, is a Canadian bestseller. His latest book "The Gormley Papers" is a collection of his most popular weekly newspaper columns from the Saskatoon Star Phoenix and Regina Leader Post.

As a lawyer, he is in-house counsel for Rawlco Radio and has been named Queen's Counsel.

John is also an adjunct faculty member at the U of S College of Law.

He is involved in a number of charities involving mental health and men's health.



DEBRA HAUER

Debra Hauer is a Project Manager at the Canadian Agricultural Human Resource Council (CAHRC), a national, non-profit organization focused on addressing human resource issues facing agricultural businesses across Canada.

Debra has a Master's degree in Adult Education and has worked within the agricultural industry for her whole career. She is currently managing the Council's national Labour Market Information project.

Ms. Hauer grew up on mixed beef and grain farm in north-western Saskatchewan and has diverse experience in agricultural research and education. She has taught Soil Management, Crop Production and Horticulture courses at Wascana Institute in Regina, managed numerous agricultural projects and has acted as Executive Director of the Saskatchewan 4-H Council.

Debra Hauer, MA(Ed), BSA
Project Manager
Canadian Agricultural Human Resource Council
www.cahrc-ccrha.ca



ADRIENNE IVEY

Adrienne Ivey is passionate about the future of agriculture. Growing up on a grain farm at Tisdale, Saskatchewan, her love of farming and agriculture was nurtured in her from an early age, where riding in a grain truck or helping with the annual flax straw burn were daily parts of life. After completing her Bachelor of Science degree in Agriculture at the University of Saskatchewan, she moved to Ituna with her soon-to-be husband to farm alongside his parents.

Adrienne worked off-farm within the Ag industry in managerial, sales, finance and marketing positions. Following the arrival of their two children, Noelle, 10 and Cole, 8, Adrienne began transitioning into working part time. In 2013 Adrienne

MEET OUR SPEAKERS

and Aaron recognized the increasing demands of a growing family and farm, and made the decision for Adrienne to use her corporate experience to grow the farm on a full time basis.

In 2014 Adrienne and Aaron were honoured as Saskatchewan's Outstanding Young Farmers. Currently their 10,000 acre farm consists of a 1200 cow/calf operation, 1100 grasser yearlings, and a 2500 head feedlot.

Since returning to the farm full time, Adrienne has spent a considerable amount of time speaking on behalf of farmers and agriculture. Through social media and her blog website www.viewfromtheranchporch.com, Adrienne is an advocate for not only the beef industry, but agriculture as a whole.



CHERILYN NAGEL

Cherilyn Nagel along with her husband David and family, are farming in Mossbank, SK and grow durum wheat, chick peas, canola and lentils. They are proud parents of 2 young farm girls.

In 2004, Cherilyn was elected as President of the Western Canadian Wheat Growers Association and after a successful 5 year term she remains a director on the current board. She considers signing the first durum contract on the open market in December of 2011, to be one of her career highlights as a farmer.

In 2011, Cherilyn was featured in SaskBusiness Magazine as one of Saskatchewan's Most Influential Women. Cherilyn enjoys speaking on agriculture related topics to a wide array of audiences.

In 2012, Cherilyn was awarded the Agricultural IMPACT award at the Grow Canada Conference for her efforts and passion for making positive changes in the agriculture sector.

Cherilyn has gained experience in media relations and enjoys promoting positive stories of agricultural successes. Cherilyn was interviewed in the new documentary License to Farm, www.licensetofarm.com which is meant to encourage other farmers to share their own stories with the public. Cherilyn and her family have been featured with Canadian Chef Michael Smith in a video to promote Saskatchewan Lentils. The video can be found at www.lentils.ca. She has also been featured in an episode of Canadian Better Living on the topic of Pesticide use and promotion of Plant Biotechnology.

Cherilyn has traveled extensively around the world and had the opportunity to represent the Wheat Growers views on International Trade while participating in the World Trade Organizations Ministerial Meetings in Hong Kong.

Cherilyn is currently working with Farm and Food Care Saskatchewan to facilitate training sessions for other farmers on the topic of sharing a positive message about the sustainable food grow in her home province and across the country. The goal is to help connect enthusiastic farmers with companies and local organizations who would like presentations and/or to have conversations related to modern farming practices.

Cherilyn Jolly-Nagel
Box 52
Mossbank, SK S0H 3G0
Cell: 306-354-7368
Email: cngel@wheatgrowers.ca

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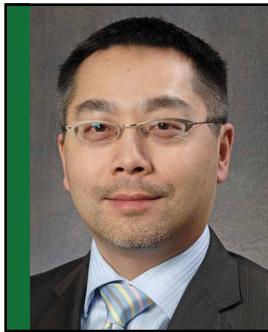


MARTY SEYMOUR

Marty Seymour is Director, Industry and Stakeholder Relations at FCC, where he engages with national associations, government officials and industry influencers to explore partnership opportunities that add real value to Canadian agriculture.

Marty was raised on a cattle and grain farm in Carnduff, Sask., in the heart of oil country. A cowboy at heart, he moved to Saskatoon and earned a degree in agriculture science from the University of Saskatchewan.

After a decade in sales and marketing, Marty spent five years as CEO of Canadian Western Agribition, Canada's largest livestock show and exhibition, where he was highly successful in boosting the show's profile. Marty was recently named a CBC Future 40 recipient for contributions to the community. He has been a board member for Red Coat Cattle Feeders, one of Saskatchewan's largest feedlots, and currently serves on the Four Horse Developments board – a corporation working to advance economic prosperity for Sakimay First Nations. Marty is an active runner and recovering rodeo cowboy who, when he's not chasing after his two kids, also enjoys international travel.



GODWIN PON

Godwin has been involved in the agribusiness industry for over 19 years. His past work experiences include business and industry development, venture capital and financial analysis, as well as policy and program development. Currently, Godwin is the Manager of the Value Added Unit for the Ministry of Agriculture where he managers a team of Provincial Agribusiness Specialists to advance and expand the value added processing industry in Saskatchewan. Over the years, Godwin has been a Director of a number of private and public sector businesses. Godwin holds a Bachelors of Commerce, and Masters in Business Administration degree; and is a member of the Saskatchewan Institute of Agrologist.

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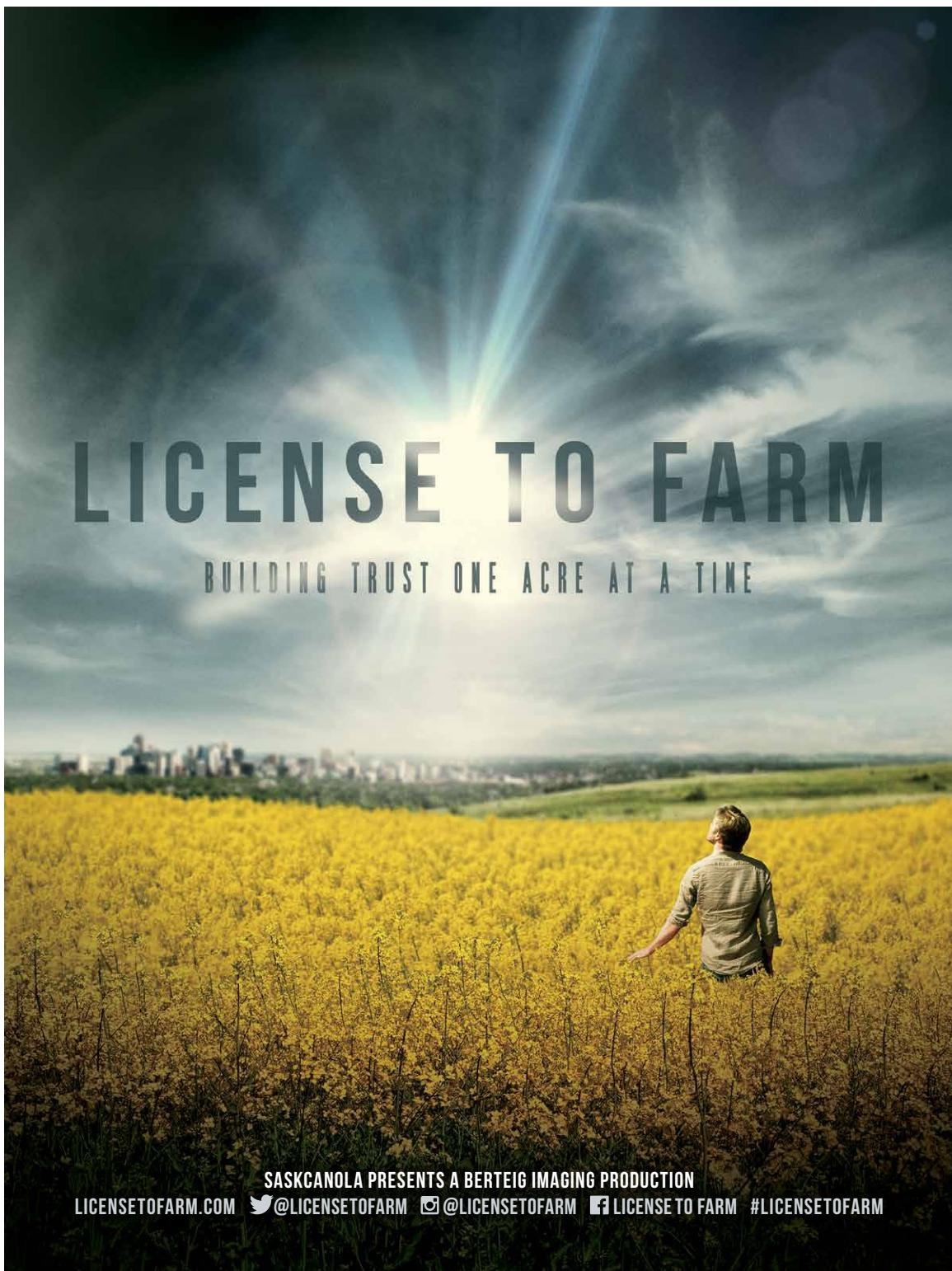
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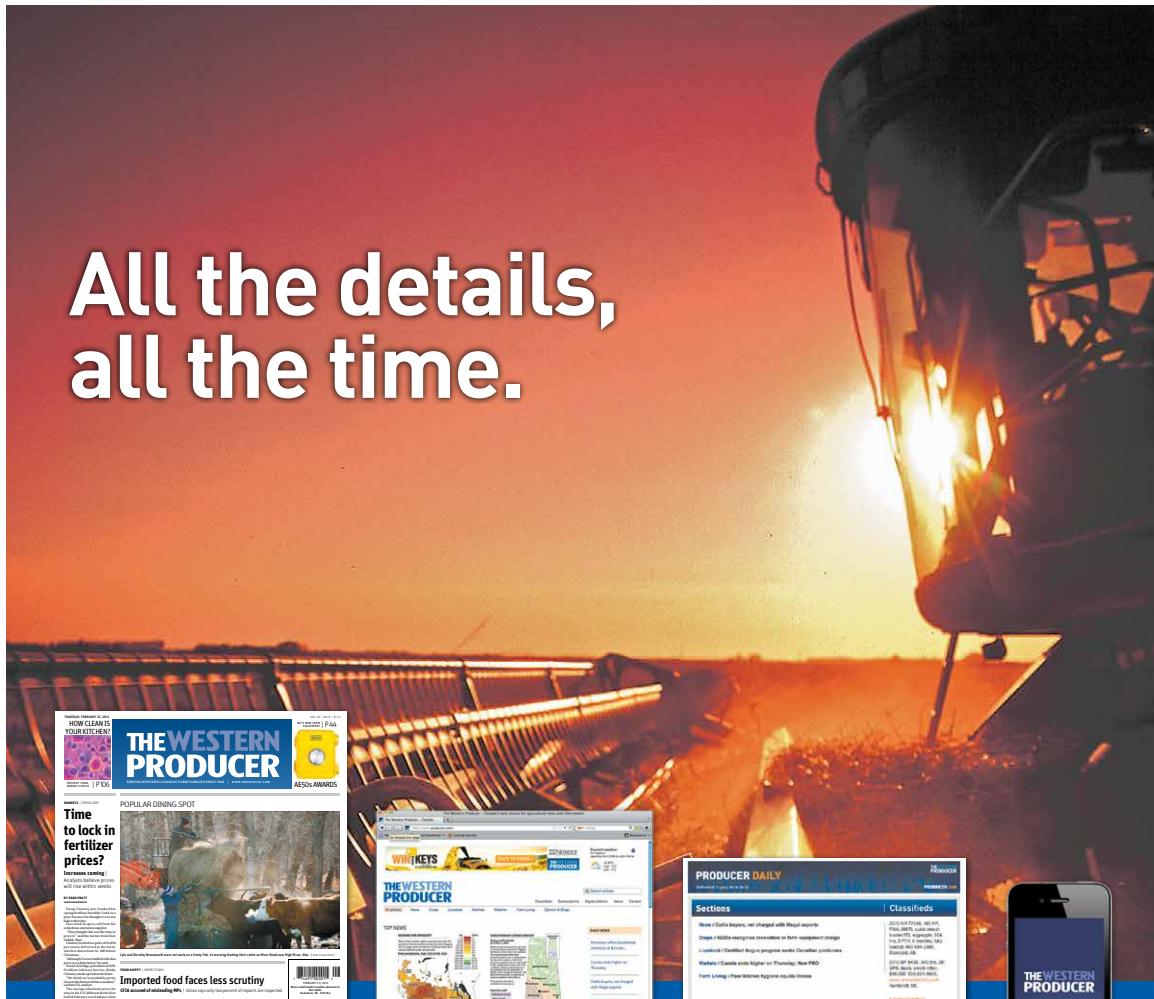


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A photograph of two women smiling and looking at a smartphone. One woman is holding the phone, and they appear to be in a social setting with a laptop and a beer mug on a table in the background.

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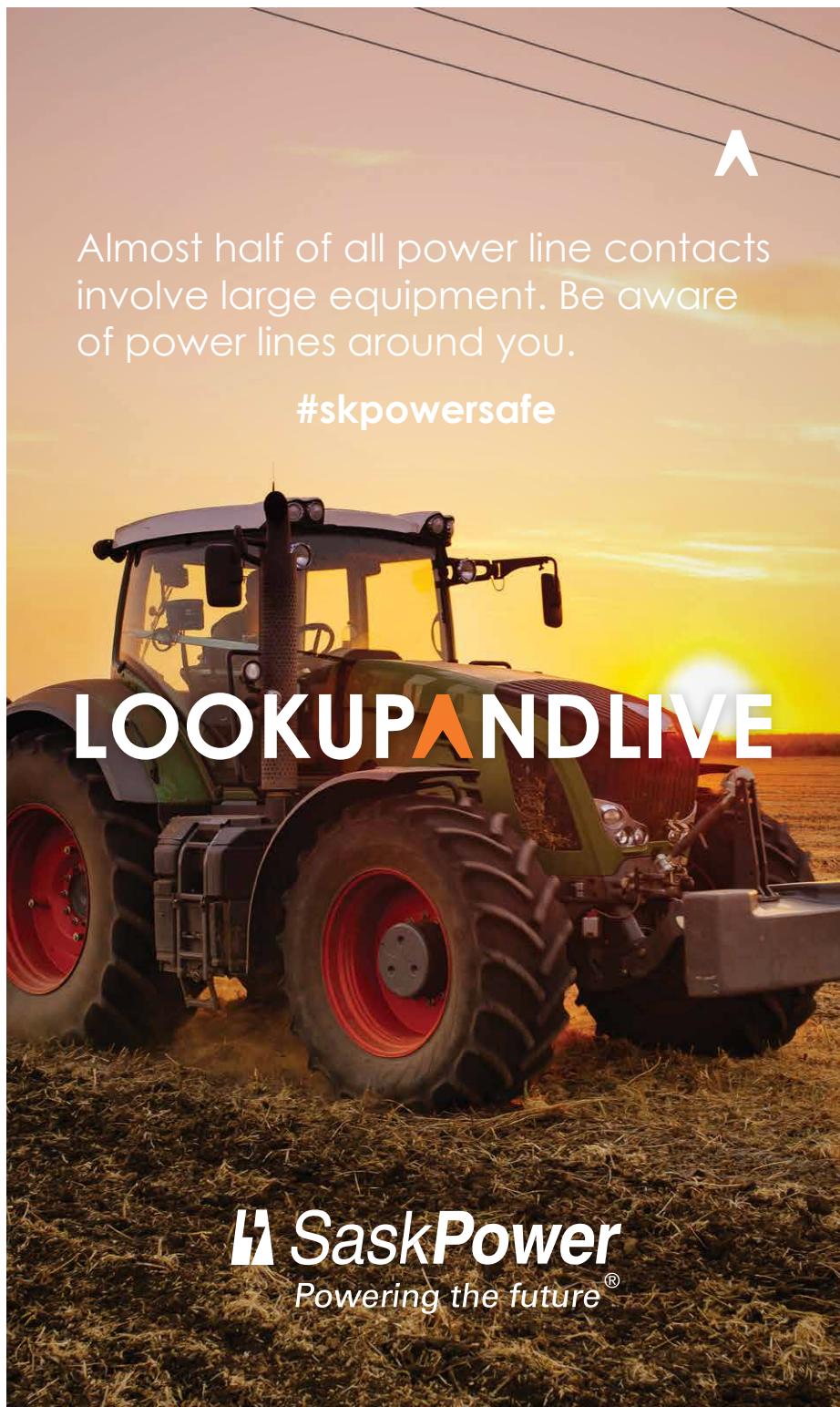
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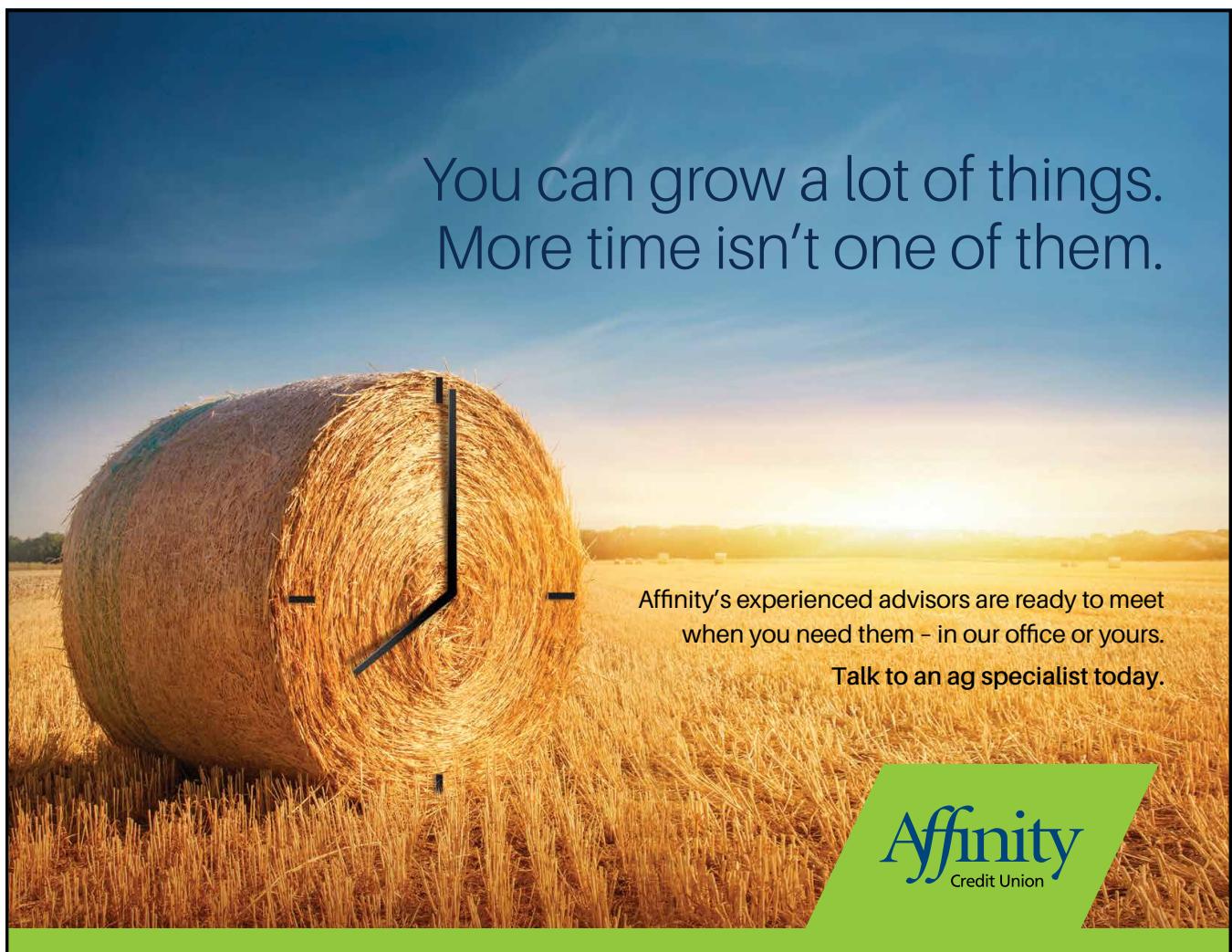
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A large, round hay bale sits in a golden field under a clear blue sky at sunset. A stylized black clock face is overlaid on the bale, with the hands pointing to approximately 10:10. The background shows a vast, rolling landscape.

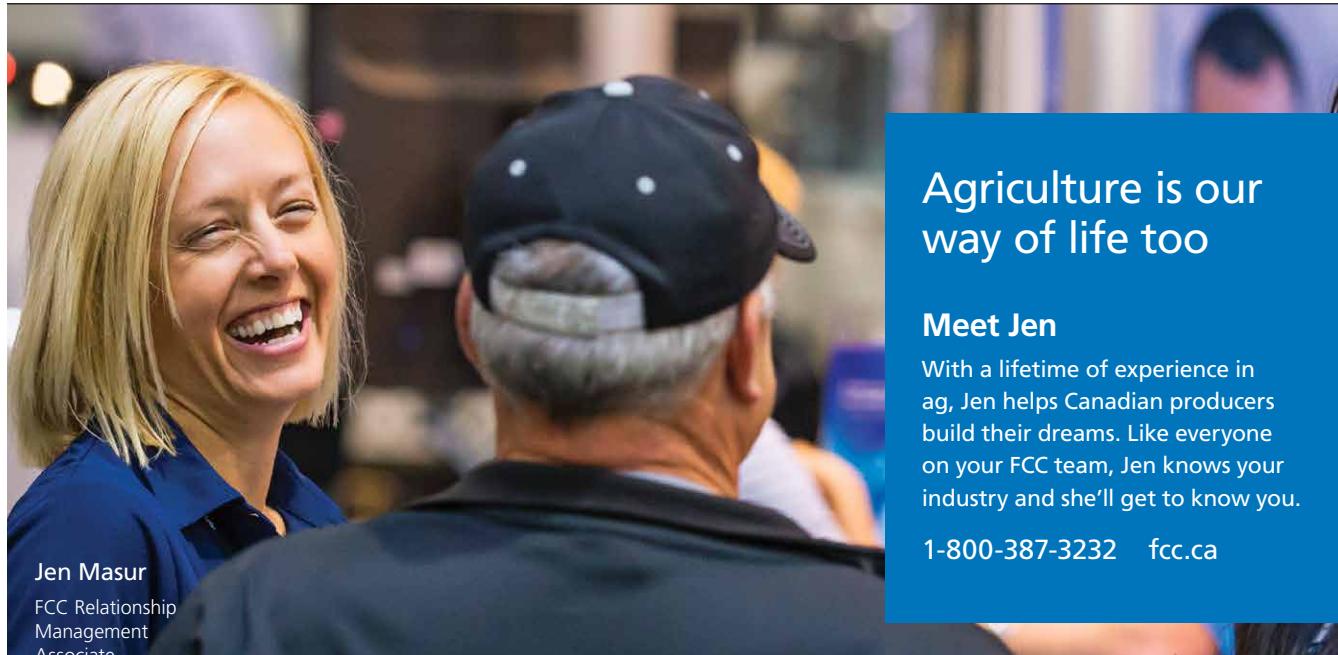
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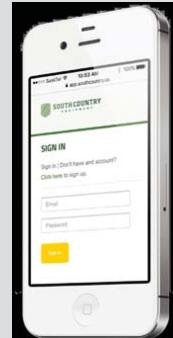
WHAT'S NEW

SOUTH COUNTRY WEB APP

The South Country Web App provides proactive, timely knowledge that allows you to make daily updates to your machines and increase their efficiency in the field.

Connect to the app via your mobile device for complete access to our resources and knowledge. Control your operation from anywhere with service and optimization tips that are constantly updated using field-proven research reflecting the actual field conditions specific to your region.

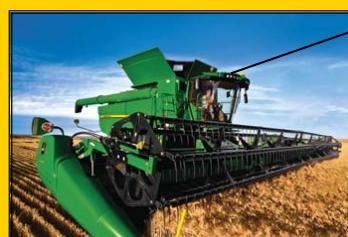
Through the app, we provide you with accurate and actionable data to program machine oddsets, calculate grain loss, and fine-tune details in areas important to the efficiency of your operation.



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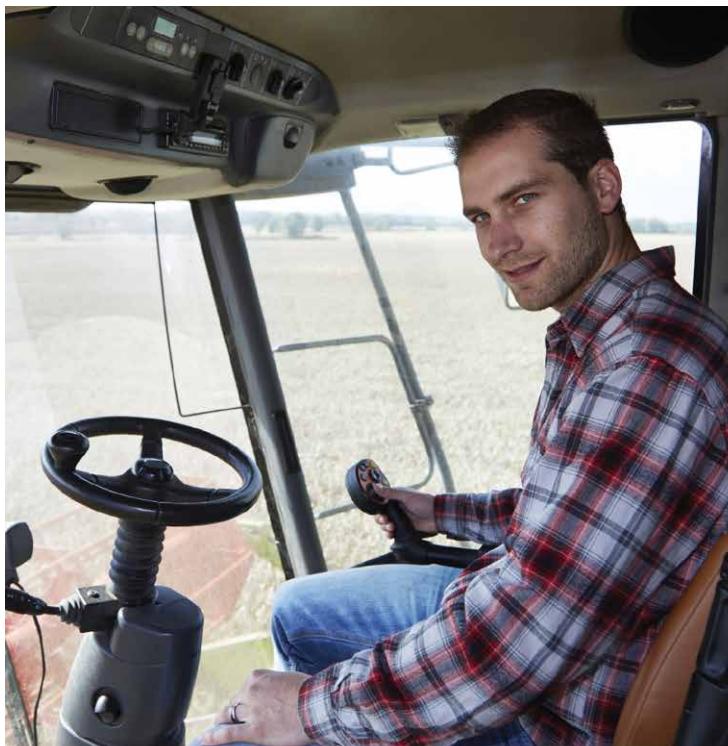


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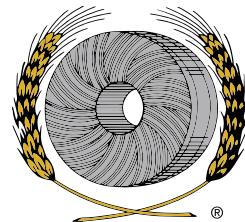


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