



# 2020 LEADERSHIP SUMMIT SERIES

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## Conference Booklet



## Chair's Message

Hi everyone and welcome to our annual Leadership Summit! It's great to see both new and old faces again this year. Although it may look a little different than past years, we still have a great line up filled with many learning and growing opportunities ahead!

The Young Farmers Program and agriculture industry in our province is growing. To continue to move forward within our industry we must make a commitment to learning, improving, and evolving. I'd like to thank you for taking the time out of your undoubtedly busy schedules to attend this year's summit. I can guarantee you that you will not only enjoy the next few evenings with us, but that you will also walk away with many new perspectives, new ideas, and new connections.

This year more than ever, it has been highlighted again and again how important it is for our industry to become more self-sufficient. Over the few weeks, we have various topics to help cover the many areas and aspects that define agriculture, buckle up! Although not in person this year, you can still reach out to one another through many different avenues and stay in touch. Having the opportunity to chat to other farmers is like no other; from hearing how the past season went, to learning a new trick of the trade, connecting with those around you is one of the best parts of an event like this.

There are also many great experts attending as well, don't be afraid to ask them questions! This summit is for you, the future of Newfoundland and Labrador agriculture, engage with the presenters and learn as much as you can.

Again, we have a great lineup of speakers and topics for this year's summit. There truly is something here for everyone at any stage of farming. None of this would be possible without Matthew, our coordinator, who has put many hours into the planning and organizing of our Leadership Summit, thank you for all of your dedication and hard work. As well, another big thank you to the Canadian Agricultural Partnership (CAP) Program, Young Farmers' Steering Committee, Young Farmers Board, all presenters, our sponsors and the membership. I'm looking forward to seeing and chatting to all of you over the next few weeks!

Sit back, get ready to learn, and don't be afraid to step a little out of your comfort zone!

Susan Lester  
Chair, NL Young Farmers' Forum



## Agenda

### *Succession Planning Theme Night - November 10, 2020*

- 7:00 p.m.**                    **Welcome – Chair**
- 7:05 p.m.**                    **“Finding Fairness in Transition”**  
*Elaine Froese*
- 8:05 p.m.**                    **Q&A with Elaine Froese**
- 8:15 p.m.**                    **Panel Discussion on Succession**  
*Sheldon Cameron, Nelson Fagan, Nancy Lester*
- 9:15 p.m.**                    **Adjourn session and Closing Comments – Chair**

### *Entrepreneurship Theme Night - November 17, 2020*

- 7:00 p.m.**                    **Welcome – Chair**
- 7:05 p.m.**                    **“Igniting Your Passion as an Entrepreneur”**  
*Graham Sherman*
- 8:05 p.m.**                    **Q&A with Graham Sherman**
- 8:15 p.m.**                    **“Entrepreneurship at Mark’s Market”**  
*Chris Oram*
- 8:35 p.m.**                    **Farm Credit Canada Programs**  
*Jason Codner*
- 9:00 p.m.**                    **Canadian Agricultural Partnership**  
*Craig Blanchard*
- 9:25 p.m.**                    **Adjourn session and Closing Comments – Chair**



# Agenda

## *Marketing Theme Night - November 24, 2020*

- 7:00 p.m.**                    **Welcome – Chair**
- 7:05 p.m.**                    **“Marketing and Food Hubs in the age of COVID”**  
***Vanessa Daether*** (presented in part by FCC)
- 8:05 p.m.**                    **Q&A with Presenter**
- 8:15 p.m.**                    **“NL West Coast Food Hub”**  
***Josh Sme***
- 8:35 p.m.**                    **“Connecting a Food Hub to Provincial Initiatives”**  
***Crystal Anderson-Baggs***
- 8:55 p.m.**                    **“Getting Social at Lester's Farm Market”**  
***Susan Lester***
- 9:15 p.m.**                    **Adjourn session and Closing Comments – Chair**



## Speaker Bios:

### Elaine Froese



#### Speaking on November 10

Elaine Froese (pronounced phrase) is a professional speaker, writer, and coach who specializes in helping farm families work through issues surrounding succession, business or that family favorite – communication.

When it comes to succession issues and "who gets the farm" – many families just don't want to talk about it. It is time for practical tools for courageous conversations.

As a professional farm family coach, Elaine specializes in helping families work through the tough issues to take action. She creates a safe place for families to meet, plan for change and clarify expectations.

As a farm partner in Froese Family Farms near Boissevain in southwestern Manitoba, Elaine needs to get her documents organized just like you do. Her husband and son are hard to wrangle down for family meetings.

As a new mother-in-law, Elaine is finding ways to encourage all voices to be heard at the planning table. She launched her new book "Farming's In Law Factor" in 2014. Her other books are "Planting the Seed of Hope" and "Do the Tough Things Right."

Studies show that farm families who talk regularly are 21% more profitable. Elaine not only assists families to meet and to talk – but to act! The cost of not acting is huge, your business's legacy depends on your determination to get things done.

Recently, Faith Today magazine dubbed Elaine "Canada's Farm Whisperer", an interesting title for someone who has coached families across Canada for the past 10 years and sat at kitchen tables for over 35 years. She's been a columnist in Grainews for 20 years. Elaine is a member of the Canadian Association of Farm Advisors, and the Canadian Association of Professional Speakers with the CSP, certified speaking professional designation. Many folks tell Elaine that they "wish they had met her ten years ago."

# Graham Sherman



## Speaking on November 17

Owner, Tool Shed Brewing Company

Graham Sherman and his business partner, Jeff Orr, are two “high level geeks” who met in Afghanistan in 2007. At that time they were working on contracts for the Canadian and US government and military, installing encrypted, tactical communication networks.

By day, they rolled around the war zone in armoured vehicles, geeking out in the world of satellite communications. By night, they aimed their obsessive, high level geekery at mastering coffee, competitive BBQ, controlling their respective homes back in Calgary with their iPhones....and finally, with mastering the craft of brewing artisan beer.

Now, only four years after the very first batched brewed in Graham’s backyard, Tool Shed Brewing Company has a new 15,000 square foot home in Calgary with beers being sold in over 1000 locations across Western Canada, and has been nominated as Canadian Entrepreneur of the year. The team were also named as co-winners of the “40 Under 40” recognition from Avenue magazine.

Graham and Jeff’s meteoric rise in the beer industry is due to a level of authentic, infectious passion rarely witnessed in any industry combined with an incredibly unique approach to the social media world we live in.

The moment you hear their story you understand that simply drinking a Tool Shed beer represents an appreciation of the grassroots struggle of quitting your job and going after your dreams AT ALL COSTS!

## Vanessa Daether



### Speaking on November 24

Vanessa is a wiz at research, specializing in food security and agricultural market research. She works with Farm Food Drink – Business Advisory Team to develop key market research plans that illuminate market trends, identify buying behaviours, key competitors and target markets. With a Bachelor of Arts in Global Studies and a Masters of Arts in Human Security and Peacebuilding, while working on her doctorate, Vanessa’s research supports the growth and viability of small to medium-sized farm and food enterprises, as well as the development of local and regional food systems. Her work is instrumental in developing strategies that are relevant and effective.

Vanessa’s presentation is brought to you in part by Farm Credit Canada (FCC).



# Notes

A sheet of lined paper with horizontal blue lines and a vertical green margin line on the right side. The word "Notes" is written in purple cursive at the top left.