



PRESENTS

# Inspiring Ag Innovation 2016

January 7-8, 2016 • Saskatchewan Room B, Saskatoon Inn, Saskatoon, SK

## Wednesday, January 6 – Casual Attire

7:30 - 9:30 PM Social Mixer at the Garden Café Lounge- Saskatoon INN

## Thursday, January 7 – Business Casual Attire

8:00 - 9:00 AM Registration and Breakfast

9:00 - 9:15 AM Opening remarks – SYA Chair Jeff Prosko

Greetings from the Canadian Young Farmers Forum (CYFF) – Jody Berglund, MB/SK/NWT rep

9:15 - 10:00 AM Alanna Koch – Life Skills for Leadership: Listen, Learn, and be Inspired!

10:00 - 11:00 AM Kim Gerencser – The Business of Agriculture: Are You Riding the Pendulum?

11:00 - 11:30 AM Networking Break

11:30 AM - 12:15 PM Ryan Brook – Do Feral Wild Boar Pose a Serious Risk to Saskatchewan Agriculture?

12:15 - 1:15 PM Lunch – Sponsor spotlight presentation: Sask Canola

1:15 - 2:00 PM Marty Seymour – Effective Networking

2:00 - 2:30 PM Sponsor Spotlight Presentation – Western Canadian Wheat Growers

2:30 - 3:00 PM Networking Break

3:00 - 4:00 PM Shaun Haney – The Digital Age of Farming: Advantage or Just Stressful

### Evening Dinner Banquet – Formal Attire

6:00 PM Cocktails

6:30 PM Dinner

7:30 PM Panel Discussion: “How do you define success on your farm and in life?”

Moderated by: John Gormley.

Panelists: Shaun Haney, Marty Seymour, Jeff Prosko, and Grant Dyck

## Friday, January 8 – Business Casual Attire

8:00 - 9:00 AM Breakfast

9:00 - 10:00 AM Megan Madden – Utilizing Social Media to Grow Your Agribusiness

10:00 - 11:00 AM Merle Good – Financial Health Check-up: Taxation Tips and Traps

11:00 - 11:30 AM Networking Break

11:30 AM - 12:15 PM Merle Good ...continued

12:15 - 1:15 PM Lunch – Sponsor Spotlight Presentation – Affinity Credit Union

1:15 - 1:45 PM Sponsor Spotlight Presentation – Western Producer

1:45 - 2:30 PM Tom Wolf – New Label Requirements for Spray Drift: How to Change your Spray Quality

2:30 - 3:15 PM Grant Dyck- Tripping in My Father’s Footsteps

3:30 PM Closing remarks and brief break before SYA Annual General Meeting

### SYA Annual General Meeting

# Meet our Speakers

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## **SYA Chair Jeff Prosko - Rose Valley, SK**

Jeff Prosko operates a farming operation in northeastern Saskatchewan near the town of Rose Valley. Jeff along with his wife Ebony and two daughters produce grains and oilseeds on their farmland focused primarily on oats and canola. In addition to the farm they along with Jeff's family own and operate an independent ag retail business called ProSoils which specializes in dry fertilizer, anhydrous ammonia, canola seed, and ag chemicals. Jeff is passionate about agriculture and proud to be a part of the Sask Young Ag Entrepreneur's. He has served as chair and vice chair for the last 4 years and believes involvement in this group has helped his operation grow and succeed over the years through networking with other progressive producers and industry experts.



## **Jody Berglund, Saskatchewan/Manitoba/Northwest Territories Director Canadian Young Farmers Forum**

Jody farms close to 4000 acres of organic grain and hay with her brother and sister-in-law, outside the rural community of Kennedy, Saskatchewan, tucked in the province's southeast corner. As an organic farmer, she implements green manure plow-downs, cover crops and mechanical weed control practices, while alternating her crop rotation with a year of summer-fallow. Her passion for agriculture and farming innovation pleasantly extends from day-to-day management to equipment maintenance. Jody holds a position on the Saskatchewan Young Ag- Entrepreneurs Board and is the current representative on the Canadian Young Farmers' Forum Board for Saskatchewan, Manitoba and Northwest Territories; a position she has proudly held for the last year. Jody's knowledge and approachable demeanor makes her a networking hub for like-minded individuals, spanning all sectors of the agricultural field. When she isn't helping out with her family's commercial cattle operation, lending a hand at neighbouring bull sales, or volunteering at Canadian Western Agribition, she enjoys volleyball, riding horses, and the simplicities of a rural lifestyle.



## **Alanna Koch - Deputy Minister of Agriculture Government of Saskatchewan**

### **"Life Skills for Leadership – Listen, Learn and Be Inspired"**

Deputy Minister Alanna Koch's two favourite subjects to speak about are agriculture and Saskatchewan. Closely followed by leadership – something she is enthusiastic and passionate about. In this presentation, Alanna will speak about all three as she shares some of her own journey and what she has learnt along the way. Saskatchewan's

agriculture industry needs strong leaders in order to grow and meet the needs of an ever increasing global population. Alanna will share some of her fundamental values that she believes are essential for success.

Alanna Koch has served as Deputy Minister of Saskatchewan Agriculture since November 2007. Alanna has been involved in the agriculture industry, both professionally and personally, for most of her life. Prior to joining government, she was President of the Canadian Agri-Food Trade Alliance and she previously served as a Director with Agricore United and Executive Director with the Western Canadian Wheat Growers Association. Alanna currently serves on the boards of Saskatchewan Crop Insurance Corporation and Saskatchewan Trade and Export Partnership (STEP) and the Global Institute for Food Security. She is a graduate of the Canadian Agriculture Lifetime Leadership program and an Honorary Life Member of the Saskatchewan Institute of Agrologists. In 2011, Alanna was named to the Saskatchewan Agricultural Hall of Fame. In 2012, Alanna received the Queen Elizabeth II Diamond Jubilee Medal for her work on behalf of the province's producers. In 2005, her contributions to the agricultural industry and her community were recognized when she received the Saskatchewan Centennial Medal. Alanna, with her husband, Gerry Hertz, own and operate a grain farm at Edenwold, Saskatchewan. They have two daughters, both attending the University of Saskatchewan. They are also involved in their small community of Edenwold.



**Kim Gerencser, BAFS, CFP, CAFA**

**Founder of Growing Farm Profits**

**“The Business of Agriculture – Are You Riding the Pendulum?”**

We know that our industry is cyclical, it has highs and lows, but over time it's our ability to hang on through the cycles that has defined who remains in the industry and who has not. There is a challenge that all farm businesses must face and overcome in the next business cycle, and it might not be what you think. Kim was raised on a small mixed farm in the Touchwood hills half-way between the small towns of Punnichy and Cupar SK. Despite always knowing he wanted to farm, Kim was “encouraged” to ignore those desires and get a university education and a “job.” Kim began a career in ag retail with the local Co-op, became a branch manager in less than 2 years, but resigned after 5 years to finally pursue post-secondary education. Obtaining a diploma in Agri-Business and a Bachelor's Degree in Financial Services, Kim began his second career, this time in the financial industry. After almost a decade in the industry, from investment broker, to retail bank branch manager, and finishing off as a commercial bank agriculture specialist, Kim pursued his deep rooted desire for entrepreneurship and began his consulting career.

Kim is the President of K.Ag Growing Farm Profits Inc. a farm business management

consulting firm specializing in business strategy, financial management, cost controls, management processes, information management, business advisory service. Kim retired from active farming after 2014 to focus solely on his business and his family.



**Dr. Ryan Brook - University of Saskatchewan**

**“Do Feral Wild Boars Pose a Serious Risk to Saskatchewan Agriculture?”**

Dr. Ryan Brook was raised on a mixed farm in southern Manitoba and paid for his bachelor degree by farrowing pigs. He is now an assistant professor in the College of Agriculture and Bioresources at the University of Saskatchewan in the Department of Animal and Poultry Science for the last six years. His research is focused at the interface between wildlife and agriculture and he has several projects currently on crop damage and disease transmission risk associated with elk, deer, and black bears on the Canadian Prairies, as well as leading a study of feral wild boar across Canada.



**Marty Seymour, CEO of Canadian Western Agribition**

**“Effective Networking”**

Marty Seymour is the CEO of Canada’s largest livestock show, Canadian Western Agribition. Originating from a small town in southeast Sask, with a degree from the University of Saskatchewan, Marty’s career is anchored in market development and communications. Fundamental to Marty’s success has been the power of a strong network and a belief in surrounding one’s self with good people.



**Shaun Haney, Founder of Real Agriculture**

**“The Digital Age of Farming: Advantage, or Just Stressful?”**

Farmers have never lived in a more technological age. Information is at our fingertips at every turn through social networks software and devices. Seizing this opportunity of the information age challenges all farmers to ensure it drives larger profits and not just higher costs.

Shaun is the founder of RealAgriculture.com and lives in Picture Butte, AB. In eight years RealAgriculture.com has grown to become the digital ag media leader in Canada serving farmers across the country with the best in agronomics, current events and farm show coverage through the use of videos, podcasts and written content. RealAgriculture’s content team spans across the country to make sure that farmers get “on the ground” coverage they deserve to stay informed. Shaun was raised on a seed farm and just outside of Picture Butte and continues to manage the family seed business today with his parents and family.



## **John Gormley**

Broadcaster, lawyer and national bestselling author, John Gormley hosts Saskatchewan's top rated radio talk show. "John Gormley Live" is heard weekday mornings on News Talk 650 CKOM Saskatoon, 980 CJME Regina and on-line at Newstalk650.com.

A former Member of Parliament, John is a graduate of the University of Saskatchewan's College of Law. He is in-house counsel for Rawlco Radio and formerly practised employment law in Edmonton. John has also been a Sessional Lecturer in the Political Studies Department at the University of Saskatchewan and his weekly newspaper column appears in the Saskatoon Star Phoenix and Regina Leader Post. He is also seen regularly on Sun News Network and CTV News Net.

His first book, "Left Out: Saskatchewan's NDP and the Relentless Pursuit of Mediocrity", was published this past fall and achieved national bestseller status within 6 weeks.

Named by Saskatchewan Business Magazine as one of Saskatchewan's most influential people, John speaks to many audiences as a sought-after convention and after-dinner speaker. He is also involved in several charities.



## **Megan Madden**

### **Founder of SouthPaw Communications**

#### **"Utilizing Social Media to Grow your Agribusiness"**

Heard of tweeting, pinning, blogging and posting but don't know how they can help you increase your network, learn from other producers, and advocate for your industry? This workshop will teach you everything you need to know about all popular social media platforms like Facebook, Twitter, LinkedIn, Pinterest, YouTube and more. Which ones are valuable for agriculture, and which ones are not? How can we utilize them for business and to reach consumers? Agricultural businesses and producers alike can use social media for networking, discussions, research, advocacy for the industry and more. This session will focus on Twitter, YouTube and LinkedIn as well as other online media and communications tools while also discussing which platforms are suitable for ag business and which are more relevant to ag-vocating for your industry and engaging consumers. Then, we help you decide which platforms will help you reach your target audience and achieve your goals - because you don't need to use them all, just the ones utilized by your target audiences. But social media isn't just for sales, it's for building relationships, networking, crowdsourcing information, research and having discussions with people you will never meet. But wait, there's more! You can also follow agricultural industry trends, get agronomic information, and even track information from presentations, workshops and conferences around the world! This workshop will show you how to do all of those

things and more. This workshop (and customized versions of it) have been successfully presented to such agricultural organizations as Farmers' Edge, NuFarm, CropLife and more.

Megan Madden is the owner and primary consultant at Southpaw PR Inc., a strategic PR and communications firm. She attended the University of Saskatchewan, studying towards a Bachelor of Science in Agriculture and later, Mount Royal University in Calgary, studying a Bachelor of Communications, majoring in Public Relations.

Megan's agronomy career began with Bayer Crop Science, and then moved on to the AGSI group where she worked to build their division of precision agriculture. During this time, she became doing freelance strategic communications consulting.



### **Merle Good**

#### **"Financial Health Check Up- Taxation Tips and Traps"**

PLANES TRAINS AND AUTOMOBILES was a famous comedy movie of a very challenging and demanding holiday journey. With the ten year commodity Bull Run limping along, your fiscal journey to remain profitable is going to face similarly difficult twists and turns. Major geo-political obstacles, weather and especially price volatility will be our new challenges.

Fiscal management especially in the area of financial and taxation strategies will require diligent monitoring and implementation. This seminar will focus on your farm's health with a FINANCIAL HEALTH CHECKUP and provide some Taxation Tips and Traps that you need to be aware of.

Merle Good graduated from the University of Alberta with a B.S.C. degree in Agriculture Economics. His expertise has been in the area of Taxation and Business Arrangements and was the Provincial Tax Specialist for the Alberta Agricultural Ministry throughout his Professional Career. One of his career highlights was co-ordinating and personally speaking at the Professional Agricultural Tax Update for Professionals for 34 consecutive years, where over 700 accountants and lawyers attended to receive the latest business and taxation strategies from the Agricultural sector. In launching his new Private Consulting Business, Merle will continue to focus on identifying and adapting financial management and tax-related strategies with unique business structures to meet the ever-evolving needs of Alberta's Agricultural Industry. Merle is married to Peggy and has one daughter Annessa at University and they reside on the family farm at Cremona Alberta.

Merle can be reached at: Mailing Address: Box 404 Cremona Alberta TOMORO  
E-mail [merlegood.grs@gmail.com](mailto:merlegood.grs@gmail.com)  
Phone: 1- 403- 637-2253  
Cell Phone: 1-403 804-8085



## **Tom Wolf, Founder of AgriMetrix Research**

### **New Label Requirements for Spray Drift: How to Change your Spray Quality**

New herbicide tank mixes are being introduced in Canada as early as 2016 for glyphosate resistance management. These products contain the most restrictive label language for spray drift prevention that we have seen. For example, sprays that are finer than Very Coarse (VC) or Extremely Coarse (XC) will be illegal with some of these products. One registrant has even been promoting the use of Ultra Coarse (UC) sprays with their product. The process for identifying the spray quality from any existing nozzle will be outlined in three steps. Tools and resources that make these steps easier will be identified and demonstrated. Implications for weed control will also be discussed.

Tom Wolf grew up on a grain farm in southern Manitoba and maintains strong ties to the farming community. He obtained his BSA (1987) and M.Sc. (1991, Plant Science) at the U of M, and his Ph.D. (1996, Agronomy) at the Ohio State University, where he specialized in spray application technology. Tom formed AgriMetrix, an agricultural research company that he now operates in Saskatoon, after a 17 year career as a scientist with Agriculture & Agri-Food Canada.

Tom specializes in spray drift, pesticide efficacy, and sprayer tank cleanout, and has published and spoken extensively on national and international stages on these topics. He is a professional agrologist, an active member of the American Society of Agricultural and Biological Engineers and is a member and past president of the Canadian Weed Science Society.



## **Grant Dyck**

### **Tripping in my Father's Footsteps**

Grant and his wife, Colleen, own Artel Farms Ltd., a 14,000 acre grain and oilseed operation located in Niverville, Manitoba. They are they proud parents of 4 children age 12 to age 5: Georgia, Oskar, Leo and Moses. Grant began his farming career when he rented his first land at the age of 16, and bought his first piece of land at 18 years old. A graduate of the University of Manitoba with his Diploma in Agriculture, he entered a partnership with other family members at age 23, eventually buying them out and becoming sole shareholder of Artel Farms in 2005.

Grant currently serves as Director on The WCWGA, MWBGA, and on the board of Manitoba's Outstanding Young Farmers Association. His experience over the years has garnered him speaking opportunities across the country from NWT to Ottawa on topics from succession planning to time management as they relate to agriculture.

Colleen owns **GORP Clean Energy Bars:** all-natural energy bars. After years of market and ingredient research, her product is available at stores across Manitoba and is currently expanding across the Canadian market. Her product can also be found on-line at: [www.gorpworld.com](http://www.gorpworld.com). Other business include manufacturing T-rex rotary ditchers, Grange Enterprises – demolition, and Artel Inland custom drying, handling, and aggregation.

In 2009 Grant & Colleen were named Canada's Outstanding Young Farmers – an honor they attribute to the people they surround themselves with. The Dycks love the lifestyle, opportunity, independence and diversity of farm life and believe that in life, and in farming "The biggest problems are the biggest opportunities."

# 2015 Board of Directors

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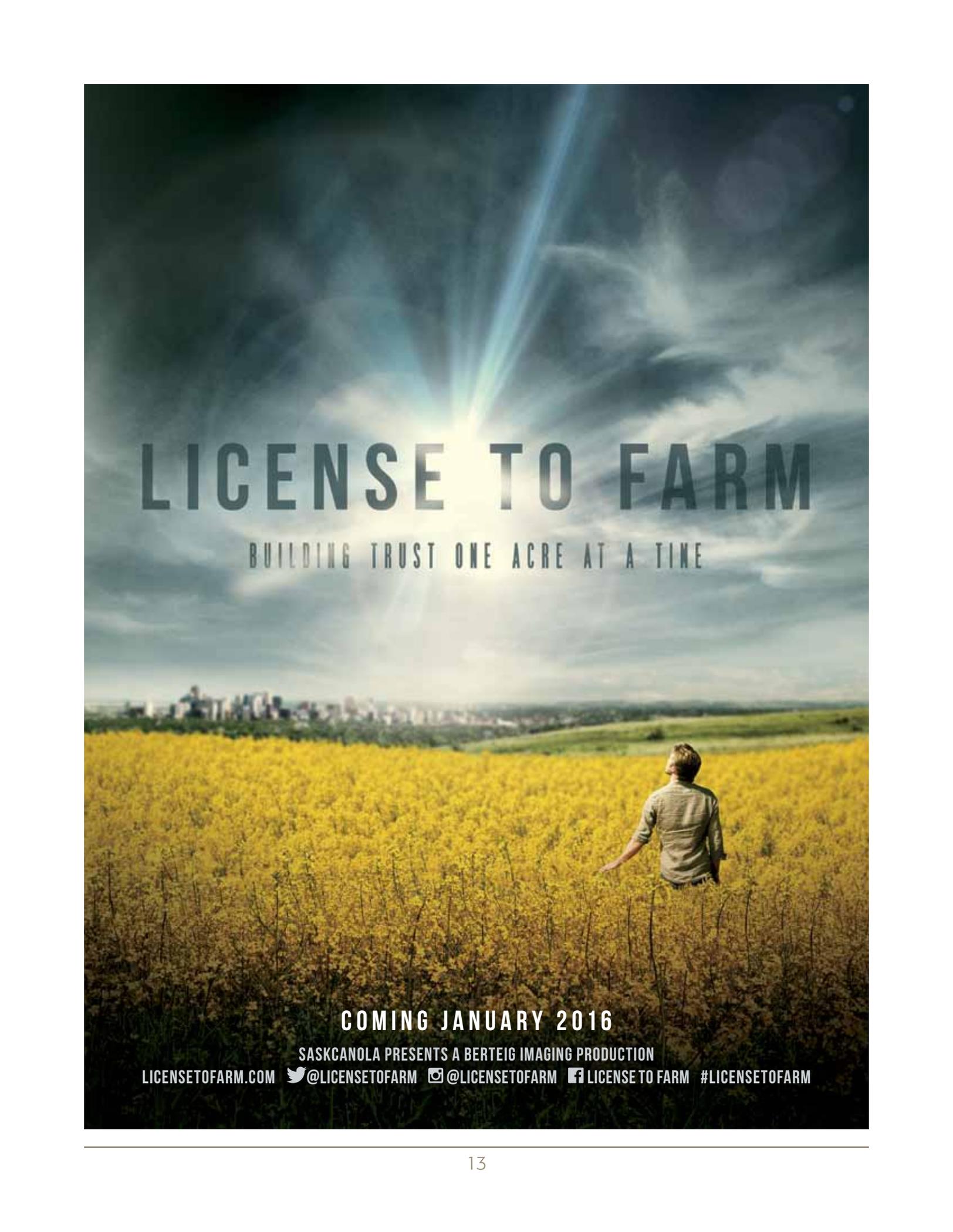
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2016 INTERNATIONAL  
YEAR OF PULSES



# Survey

*Thank you for participating in the SYA Inspiring Ag Innovation Conference. Please take a moment to provide us with some valuable feedback for future educational events for members.*

**Statement**

My overall experience here was good, and I would recommend this Conference to my friends.

**Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree**

**Conference Timing**

The length of this event was just right.  
The beginning of January is an ideal time for me to attend the SYA Annual Conference.

**Cost and Location**

The cost of this Conference was fair.  
I would prefer the conference to be in another city closer to where I live/work.  
I enjoyed the Saskatoon Inn as a venue.

**Speakers**

The speakers were relevant and informative.  
The variety of topics was enjoyable.

**Rate Speakers**

- Alanna Koch
- Kim Gerencser
- Ryan Brook
- Marty Seymour
- Shaun Haney
- John Gormley
- Megan Madden
- Merle Good
- Tom Wolf
- Grant Dyck

**1 (Lowest)      2      3      4      5 (Highest)**

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My favorite thing about this event was \_\_\_\_\_

My LEAST favorite thing about this event was \_\_\_\_\_

How did you hear about this event? \_\_\_\_\_

**Recommendations and Additional Comments:** \_\_\_\_\_

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***Thank you for participating!***





