

CFA ANNUAL GENERAL MEETING

Building a Resilient Future for Canadian Agriculture

Ottawa, ON - Delta Ottawa City Centre - March 6th & 7th, 2023



March 6th, 2023 - 8:30am EST to Noon EST

PROFESSIONAL DEVELOPMENT WORKSHOP

Equipping Advocacy with Economic Analysis/ EDI Strategies

Sponsored by:



Eric Girard - Workshop Moderator

Partner - Quebec Leader, Consulting & Digital (MNP)

A trusted advisor, Eric brings a unique service offering to his clients, combining deep consulting knowledge and finance experience with expertise in technology solutions. His primary objective is to help his clients turn challenges into business opportunities. Eric helps clients achieve their strategic objectives by implementing optimal business and financial processes and innovative technologies.

Eric has more than 25 years of experience helping organizations in a variety of industries and sectors, including private, public and para-public sector entities. He has developed expertise working with retail and manufacturing companies, financial institutions, not-for-profit organizations, higher education institutions and government at both the federal and provincial levels.

Eric manages large engagements in areas that include financial audits, defining finance function vision structure, assessing business processes, designing future state business processes, and implementing EPM solutions. Prior to joining MNP, Eric was an audit partner with a Big Four firm in Ottawa.

Eric earned a Bachelor of Science in Accounting from l'Université du Québec en Outaouais in 1994. He qualified as a Chartered Professional Accountant (CPA) in 1996.

In 2000, Eric received the Forty under 40 prize, awarded by the Ottawa Business Journal.



Susan Mowbray, MA - Keynote Presenter

Partner - Insights & Analytics (MNP)

Presentation: Using Evidence to Demonstrate Value - Economic Impact Studies as a Communication Tool

With more than two decades of experience in economic modelling, applying economic analysis and project management, Susan helps clients achieve their business goals and enhance their success.

Susan delivers demand forecasts, prepares community profiles and economic indicators for economic development agencies, models economic impacts and labour demand, develops cost estimates and prepares business cases. She analyzes information and delivers comprehensive information developing reports for audiences ranging from academics and government to business and community groups.

Susan works closely with public sector organizations, industry associations and private companies in the aquaculture, transportation, health care, not-for-profit, utilities, education, manufacturing and automotive sectors. Susan earned a Master of Arts (MA) from Simon Fraser University in 1998. She has taught in the business school at the British Columbia Institute of Technology and is a member of the Association of Professional Economists of B.C. and the Canadian Association of Business Economists.



Brodie Berrigan

Director of Government Relations & Farm Policy - Canadian Federation of Agriculture

Presentation: Government Decision Making: A Primer

As Director of Government Relations and Farm Policy at the Canadian Federation of Agriculture, Brodie plays a critical role in coordinating CFA's policy activities and enacting a strategic approach to CFA's government relations activities, while leading on key files like BRM, labour, and seed regulatory modernization.

Prior to CFA, Brodie worked at the Government of Canada for over 16 years in several departments including Public Services and Procurement Canada, the Privy Council Office, and Employment and Social Development Canada.

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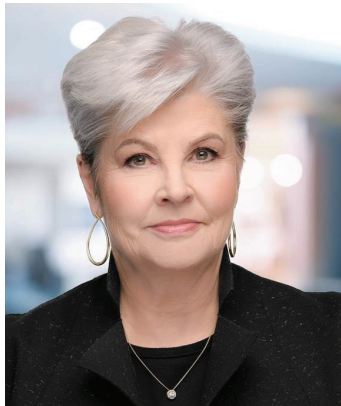
Kevin Bosch

Managing Partner, Sandstone Group

Presentation: Effective Advocacy: Practical and proven strategies for informing and influencing government decision-makers

Kevin Bosch is a managing partner and co-founder of Sandstone Group. Kevin was named one of the Top 100 lobbyists in Canada in a ranking compiled by the Hill Times in 2021. He has a vision and a commitment to helping clients. After over four years as Vice President of Hill and Knowlton, he co-founded Sandstone Group to continue delivering outstanding government relations support to clients. He is a seasoned government relations and communications professional who has helped clients achieve success across a wide range of industries including technology, health, finance, environment, infrastructure, manufacturing, energy, defence, transportation, telecommunications and the charitable sector. Prior to his work as a consultant, over a period of nineteen years, Kevin held senior roles in successive Liberal governments and opposition leaders' offices including for Jean Chrétien, Paul Martin, Bill Graham, Stéphane Dion, Michael Ignatieff, Bob Rae and Justin Trudeau. From 2015- 2017, Kevin was deputy director of the Liberal Research Bureau.

He has worked on countless political campaigns and was part of the rapid response and research teams in the national Liberal Party of Canada campaign headquarters for six consecutive elections from 2000-2015. Kevin previously worked in the offices of the federal Minister of the Environment and the Minister of Human Resources Development. Originally from Calgary, Kevin worked for the Alberta Liberal Caucus at the Alberta Legislature from 1993-1998. In 2019, Kevin was elected by his peers to serve a three-year term on the Board of Directors of the Government Relations Institute of Canada and previously served as Chair of its Legislative Affairs Committee. He is bilingual in both official languages.



Mary Larson, ICD.d, - Keynote Presenter

Partner - Consulting, Business Strategy Leader (MNP)

Presentation: Considering Equity, Diversity & Inclusion as a Strategic Necessity

Mary helps clients clarify and build alignment around their strategies, build leadership capacity and embed cultures that foster outstanding execution. Mary is particularly focused on working with C-suite executives and CEOs. Drawing on her extensive business experience and skill in asking the right questions, Mary helps clients become more effective in aligning their teams around their work, and successfully addressing the issues that drive both behavior and culture.

Mary has worked with clients across North and South America, Europe and Asia, including the Business Development Bank of Canada, Bosch / Siemens, Cirque du Soleil, Duke Power, Johnson & Johnson, Kellogg's, McDonald's and Western Union. She has held senior executive positions with McDonald's Corporation in the U.S. and Alcan in Canada.

Mary, who works in both English and French, received her Bachelor of Arts (BA, Honors) from Princeton and Master of Business Administration (MBA) from the Stanford Graduate School of Business.

Mary is a designated graduate of the Institute of Corporate Directors (ICD.d) at the Rotman School of Management, University of Toronto. She is board chair of McGill's School for Continuing Studies, a board member of Prostate Cancer Canada and vice-president of the University Club of Montreal. She co-founded the International Women's Forum in Canada.



Jennifer Wright

Executive Director, Canadian Agricultural Human Resources Council

Presentation: Moving beyond the tagline: Creating and Sustaining Inclusive Spaces in Canadian Agriculture

Jennifer grew up working in her family's farm equipment dealership and helping on the farm in southwestern Ontario. She has worked in the field of human resource research and development for more than twenty years. Jennifer has worked with several industries, including agriculture, leading initiatives related to inclusion and diversity, attraction and retention, work integrated learning, labour market research, skills development, training and education. In addition to her work experience, she holds a Masters of Business Administration from Royal Roads University. Jennifer worked with the Canadian Agricultural Human Resource Council as a consultant for more than ten years before joining the staff in 2019 and is currently serving as the Executive Director.