



2017 AGRICULTURAL VIRTUAL CONFERENCE

March 14, 16, 21 & 23

Grey clouds. Silver linings.
Ag. Realities and Opportunities

- Farm Profitability at Economic Crossroads
 - Carbon Pricing: Challenges and Opportunities on the Farm
 - Managing Your Pipeline: From Sourcing to Growing Your Business
 - Engaging Executors: Powerful Allies in Farm Succession Planning
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Register by March 9, 2017 8:00 p.m. ET



WEBINAR DESCRIPTIONS

Farm Profitability at Economic Crossroads

SESSION #1

With the commodity doom in the rearview mirror, take a drive down the agricultural highway with Brad Magnusson.

The GPS is set to avoid slow-growth routes and pot-holed roads that can lead to poor decisions. The destination for those who take the journey -- the land of opportunity.

This high energy discussion will chart the global and economic factors affecting the commodity markets and their impact on farm incomes, land values, working capital, equity and lenders portfolios. Hop in. Ride with us.

MARCH 14, 2017
1:00 - 2:30 PM ET

REGISTER NOW

Carbon Pricing: Challenges and Opportunities on the Farm

SESSION #2

Carbon pricing. It's a complex topic. Different provincial policies and programs (will) yield different costs and opportunities for agricultural producers. Where do you start a robust conversation with farmers around effectively managing both sides of the risk/reward equation? With awareness and understanding.

Karen has 20+ years of experience in shaping carbon opportunities for producers. She'll share recent efforts in assessing the balance of carbon assets and liabilities on-farm under Alberta's carbon framework.

With a deep background in policy and farm management practices, Drew will share the experience of some agricultural producers' in receiving payments for reducing their emissions, what additional costs they've faced and what the possibilities will be for Canada's emerging provincial approaches to carbon tax, cap and trade and a blended approach. Join us. his session is the fodder for important conversations.

MARCH 16, 2017
1:00 - 2:30 PM ET

REGISTER NOW

WEBINAR DESCRIPTIONS

Managing Your Pipeline: From Sourcing to Growing Your Business

SESSION #3

There has never been more competition in the ag. industry. Everyone is after wallet share. How do you attract new members? How do you increase the amount of business you have with existing members? We want our members to be thinking and strategizing about building productive businesses; we need to do the same.

To succeed in driving business and growing member loyalty you need to be intentional in where you look, on what activities and on whom you focus your time. Join Todd for some down-to-earth tactics you can implement now.

MARCH 21, 2017
1:00 - 2:30 PM ET

REGISTER NOW

Engaging Executors: Powerful Allies in Farm Succession Planning

SESSION #4

The Canadian Agricultural Outlook Survey indicates that 70% of farm families aren't "doing any formal succession planning to ensure a smooth transition to the next generation". The implications for these families are as significant as the opportunities for those who work with them.

Through a variety of mini-cases, you'll learn about:

- The stunning problems that arise in the absence of proper planning
- Starting the conversation that no one is having with executors - the most influential people in testator farmers' lives (and the ones who will be saddled with the problems if we fail to engage)
- Business opportunities for you and your credit union

After this session, you'll look for opportunities to engage in profound and meaningful ways that drive business while helping farm families.

MARCH 23, 2017
1:00 - 2:00 PM ET

REGISTER NOW

SPEAKER PROFILES



BRAD MAGNUSSON

CEO of Magnusson Consulting Group

As the CEO of Magnusson Consulting Group, Brad focuses on commercial training, international and national commodity market analysis, interest rate strategies, and business strategies.

Brad presents seminars, workshops, and courses to businesses and credit unions in every corner of Canada and the U.S. He has been a keynote speaker at the American Bankers Conference and the Credit Union National Banking Conference. He is known for his practical approach and keen sense of humour in his presentations.

Brad has more than 30 years of experience in helping organizations achieve their financial goals. He has held senior positions with multi-national financial institutions and government lending institutions. Most recently, he was the Manager of Business Consulting with the Credit Union Central of Manitoba.

Brad has served as a board member for the Manitoba & National Agrologist Association and the Manitoba Rural Adaptation Council.



DREW BLACK

Director of Environment and Science Policy, Canadian Federation of Agriculture

The Canadian Federation of Agriculture represents over 200,000 Canadian farmers and farm families and strives to provide a single voice for farmers at the federal level. Drew has worked on environmental policy analysis for more than five years at the federal level on a wide range of files with sustainability implications. He sits on a number of different federal advisory committees and value-chain roundtables which seek to address environmental issues in agricultural production and improve sustainability. Drew works to ensure that producers' perspectives are heard and considered in the development of federal environmental legislation, regulation and policy and is currently involved in seeking greater recognition for the voluntary actions that producers are taking to limit their impact to the environment and improve sustainability and building public trust in agriculture.

SPEAKER PROFILES



KAREN HAUGEN-KOZYRA

CEO, Viresco Solutions

Karen has over 25 years of experience leading ecosystem goods and service policy and program development, as well as building tools and infrastructure for environmental assets, including carbon credit trading. Over the course of her career, Karen has provided strategic policy and program development input to Alberta's Bioenergy Framework, National Greenhouse Gas/Climate Change Policy, Nutrient Management Programming, Environmental Farm Plan, BMP Manuals, Agricultural Policy Frameworks, including Growing Forward 2 Environmental programs (BMP stewardship program v1.0 in 2003-2008). To support these initiatives, Karen has co-ordinated research and studies of environmental mitigation opportunities for agriculture in air, water, soil and biodiversity. During her tenure with Alberta Agriculture and Forestry, she developed the infrastructure and protocols necessary to support carbon credit trading in Alberta (2007-2009). Karen and her firm help companies navigate the nexus between lowering their carbon footprint and developing an overall sustainability strategy.



TODD ANDRIES

Regional Vice President, Conexus Business Solutions

Todd has been in the credit union system for 10 years, with a total of 17 years in the banking industry. He grew up on a mixed farming operation in Southern Saskatchewan where he still enjoys helping out today. He returned to Sask. in the summer of 2015 from Alberta when he joined Conexus Credit Union. Throughout his career, Todd has been involved in developing ag. strategies, the focus of his current work at Conexus. He lives in Moose Jaw with his wife and two children.



MARK O'FARRELL, BA | CFP | CLU | CHFC | TEP | CEA

Mark is president of the Canadian Institute of Certified Executor Advisors. He's a Chartered Financial Consultant, registered Trust and Estates Practitioner and Certified Executor Advisor. He is also a member of Advocis, the Conference for Advanced Life Underwriting (CALU) and the Canadian Association of Gift Planners (CAGP).

He has given hundreds of seminars across Canada, to the public, professional groups, Canadian businesses, industry symposia, and aboard continuing education cruise ships around the world. He has been speaking about the important role of executors and on estate tax strategies for more than 20 years.

REGISTRATION & PRICING

Conference Bundle

Purchase a single seat in all 4 sessions. (Non-transferable, single employee only)

- **Corporate Members - \$389 (per employee)**
- **Pay As You Go - \$467 (per employee)**

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- **Corporate Members - \$109 (per webinar)**
- **Pay As You Go - \$130(per webinar)**

REGISTER NOW



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