



**Western Barley Growers Association
and
Western Canadian Wheat Growers Association
Joint Convention
February 14, 15 & 16, 2007**

**Coast Plaza Convention Centre
Calgary, Alberta**

Agriculture's Changing Landscape

Speaker's Profiles

"Be informed, be entertained and have your say in Agriculture's Changing Landscape"

Speaker's Profiles



Wayne Atamanchuk, Vice President

Marketing - Bulk Commodities
CN

234 Donald Street, 5th Floor
Winnipeg, MB R3C 4B4
Tel: 204-934-7303

Email: wayne.atamanchuk@cn.ca

Wayne has worked with CN for 25 years in varying roles and capacities. He began as an Engineer within CN's Engineering department and has also worked within CN's Corporate Development group participating on strategic initiatives and line acquisitions. The predominance of his railroad experience has been in Marketing in Intermodal, Grain and Grain Products and the Bulk Commodities business segments.

His current role is Asst. Vice-President, Marketing - Bulk Commodities, where he has responsibilities for establishing transportation rates, designing transportation products for Bulk Commodities as well as developing new market opportunities for CN. Bulk Commodities includes the transportation of grain, fertilizers and coal. His responsibilities encompass CN's entire network and include both Canadian and U.S originated products.



Zandra Bell

#1103, 9929 Saskatchewan Drive
Edmonton, AB T6E 5J9
Tel: 780-414-0411
Email: zandra@zandrabel.com

It took some time and life experience but somehow the girl with the successful 13 year government career, who became the youngest regional director in Canada in her specific department, found the courage to take a risk in 1994 and join the ranks of the self employed. That's when Zandra Bell began her own business based on a hobby she had taken up several years earlier, comedy writing and performing.

And so "at wit's end", her customized comedy enterprise was born. She's never looked back. Zandra is well known for her comedy stage shows, however, the vast majority of public speaking engagements she is involved in on a year round basis are for conferences and corporate events.

Working together with contact people from an organization Zandra does extensive research on their industry or business. She then creates and performs unique presentations designed to suit her clients' needs whether it be motivational speaking, customer service consulting, humor in the workplace or simply pure enjoyment.

She was one of the successful career women interviewed for the best seller by Barbara Thrasher and Madelon Smid, "Smart Women", and she was recently honored in the Edmonton business community as a Global ".



Russ Crawford, President
Agrinomics I.T. Consulting Ltd.

15 Sunhaven Court S.E.
Calgary, AB T2X 2N6
Tel: 403-256-7522 Fax: 403-256-2026
Email: russ.crawford@shaw.ca

Russ Crawford has 36 years of experience in the Canadian agricultural sector working in both Eastern and Western Canada for Cargill, Alberta Wheat Pool and London Agricultural Commodities, Inc. Russ has also acted as an independent consultant after forming his own company in 1999. His career path has included roles in transportation, trading and risk management as well as country operations and strategic planning. Russ' interests have broadened to include Information Technology solutions in agriculture as well as sophisticated Risk Management solutions such as electronic trading and clearing to streamline trade and reduce transactional risk. Russ has been involved in numerous industry associations and consultative processes as well as trade meetings and industry initiatives. He has a very keen understanding of the issues facing Canadian agriculture in today's environment. He has been married for 32 years and has three grown sons.



Rory Campbell, Deputy Minister
Alberta Agriculture and Food

300, 7000 - 113 Street
Edmonton, AB T6H 5T6
Tel: 780-427-2145 Fax: 780-422-6035
Email: rory.campbell@gov.ab.ca

Rory Campbell was appointed Deputy Minister of Alberta Agriculture and Food in December 2006 after having served as Deputy Minister of Economic Development since October 2003. Prior to becoming Deputy Minister, Mr. Campbell served as Assistant Deputy Minister of the Investment and Trade Division of Alberta Economic Development since May 2001.

Before joining Alberta Economic Development, Mr. Campbell spent over 20 years with the Alberta public and private sectors.

He served as Chief of Protocol in Executive Council Offices from 1999 to 2001 (from 1993 to 1998 with Alberta Federal and Intergovernmental Affairs), and from 1988 to 1998, was Director of International Relations at Alberta Federal and Intergovernmental Affairs.

Prior to that he held senior positions at Alta Telecom International Ltd., and Alberta Housing Corporation - Ministry of Housing.

He began his career as a Ministerial Executive Assistant and Secretary to Cabinet Committees with Executive Council.

Mr. Campbell received his Bachelor of Arts at the University of Alberta in 1972, a Graduate Diploma in Education in 1974 at the University of British Columbia, and a Master's degree in Urban and Regional Planning from the University of Calgary in 1982.



Dean Kleckner, Chairman
Truth About Trade & Technology
 309 Court Avenue, Suite 214
 Des Moines, IA 50309
 Tel: 515-274-0800
 Email: grdc@grdc.com.au

Dean Kleckner serves as Chairman of Truth about Trade & Technology, an Iowa-based national grassroots organization formed and led by farmers who are dedicated to promoting the benefits of freer global trade and advancements in agricultural biotechnology. A website devoted to these efforts, www.truthabouttrade.org and hosted by Mr. Kleckner, connects America and the world with the agriculture industry, fast-breaking national legislative news, and up-to-date data about international trade.

Long considered as one of the leading voices of American and world agriculture, Dean Kleckner served seven two-year terms as president of the American Farm Bureau Federation, from 1986 through 2000. Before becoming AFBF president, he was president of the Iowa Farm Bureau for 10 years. He served on the American Farm Bureau's board of directors during that time.

Mr. Kleckner owns a 350-acre corn, soybean and hog farm near Rudd, Iowa. His farrow-to-finish hog operation produces about 2,000 hogs per year. He held many positions of leadership in his native Floyd County Farm Bureau, becoming president at the age of 26. He was elected to the state Farm Bureau board of directors in 1963, becoming vice president three years later.

Mr. Kleckner was the only farmer on the U.S. advisory team to the GATT negotiations when they began in September 1986 in Uruguay. He is a strong advocate of reduced protectionism and freer trade worldwide. As Chairman of TATT, recognized as an official NGO by the World Trade Organization, he continues to represent American agricultural trade interests in national and international trade dialogue.

He served on the U.S. Trade Advisory Committee, first appointed by President Reagan, reappointed by President Bush, and reappointed twice by President Clinton. In that role, he has attended World Trade Organization meetings in Singapore, Brussels and Geneva. As TATT Chairman, he attended the 2003 WTO Ministerial in Cancun and will be leading the TATT delegation to the Hong Kong Ministerial in December 2005.

In May 1995, Mr. Kleckner was appointed to the National Commission on Economic Growth and Tax Reform, which issued a major report calling for a new, simpler tax system to encourage savings, investment and entrepreneurship. In 1988-89, he served as a member of the National Economic Commission. The commission was formed to advise the president and Congress on ways to reduce the federal budget deficit while promoting economic growth.

During his tenure as AFBF president, he represented the organization on the board of directors of the National Live Stock Producers Association and the Meat Export Federation.

He also has been very active in rural health issues, having been named by two Iowa governors to serve on a commission on health care costs as well as the board of the Health Policy Corporation of Iowa. He served 11 years on the board of directors of Blue Cross.

Mr. Kleckner and his wife, Natalie, raised a family of five and have eleven grandchildren. He served eight years on his local board of education and has been a very active member of his local church, having served as Sunday school teacher, elder and president of the congregation.



Chris Hamblin, Chief Commissioner
Canadian Grain Commission
 600-303 Main Street
 Winnipeg, MB R3C 3G8
 Tel: 204-983-2735 Fax: 204-983-2751
 Email: chamblin@grainscanada.gc.ca

Chris Hamblin has a broad range of experience in farming and in serving the farm community. She actively farms on a grain and seed operation in Manitoba. She has been involved in a variety of industry-related organizations, including as a member of the Farm Debt Mediation Appeal Board, the review committee for the Western Grain Standards Committee, and the AIDA Producer Review Committee.

Chris Hamblin has served as director, Ag in the Classroom, Manitoba and as director, Manitoba Rural Adaptation Council. She is a producer representative on the Premier's Economic Advisory Council, Manitoba. She holds a bachelor's degree in home economics and a Certificate of Education, both from the University of Manitoba.

Chris Hamblin was appointed commissioner in March 2002 and chief commissioner in October 2002. She currently resides in Morris, Manitoba.



Greg Kostal, President & Owner
Kostal Ag Consulting
 23 Royal Park C
 Winnipeg, MB R2J 3Z1
 Tel: 204-261-9922
 Email: gkostal@mts.net

Greg is an independent analyst and consultant operating in Winnipeg, MB. Designed primarily to provide "big-picture" fundamental guidance on agriculture trends, Greg conducts market analysis and personalizes that with a consulting and advisory services tailored specifically to commercial and farm business operations. Prior to starting his own company 3 years ago, Greg worked for Sparks Companies, Continental Grain, ProFarmer and UGG. Greg also grew up on a family farm south of Winnipeg, MB.



Keith Jones, Chair
BioProducts Alberta
 P.O. Box 72
 Delacour, AB T0M 0T0
 Tel: 403-293-9497

Keith Jones is Director of BTE Biotrend Energy Inc., a private corporation committed to bioproducts and bioenergy opportunities in Western Canada. He has significant experience as a business consultant, international executive coach and technology entrepreneur.

Keith most recently served for six years as President and CEO of AVAC Ltd., helping grow that firm into a \$90 million not-for-profit corporation specializing in fostering technology commercialization.

Keith received "Best of the Best" recognition for business excellence, and he is former vice-president of the Agricultural Institute of Management.

Keith helped found BioProducts Alberta where he currently serves as Board chair, and also serves as a member of the Alberta Advisory Council on the Bioeconomy.

In May 2006, Keith was appointed to the Senate of the University of Calgary by Alberta Advanced Education Minister Denis Herard. With his business experience in oil and gas, manufacturing, forest products and agricultural industries both in Canada and overseas, Keith brings a unique perspective to the challenges of growing value –added in Alberta industry. He has worked across Canada, Hong Kong and Australia. As an entrepreneur, Keith created and ran two new companies (including one of Canada's first VARs for the IBM Personal Computer) which operated concurrently while he managed his family's farm in Balzac, Alberta.

Keith and his wife Beverly raise their family of three boys at Delacour, Alberta near Calgary, and are active in community football, basketball and 4-H.



Larry Martin, CEO
George Morris Centre
 225 - 150 Research Lane
 Guelph, ON N1G 4T2
 Tel: 519-825-3929 x208 Fax: 519-837-8721
 Email: larry@georgemorris.org

Larry was born in Missouri and raised on a dairy farm in Ohio. He was educated at Ohio State University and the University of Illinois. At the U of I, he was sponsored by the Ford Foundation to conduct his dissertation research in India. Larry joined the faculty of the Department of Agricultural Economics and Business, University of Guelph in 1972, teaching marketing and risk management until 1986 when he was appointed Chair of the Department.

Upon completing his term as Chair, the George Morris Centre had been conceptualized and someone was needed to turn a dream into reality. Larry was appointed the first Director of Canada's only independent Agri-Food think-tank in 1990, and CEO when the Centre became a not-for-profit corporation in 1998. He is involved in the Centre's work on strategy, strategic analysis, trade and domestic policy analysis, and risk management.

Larry is a fellow of the Canadian Agricultural Economics Society. Larry is a member of Ducks Unlimited and enjoys fishing. Larry and his wife Susan live in Guelph and have two sons - Nathan and Eric - and grandson Jacob.



The Honorable Chuck Strahl
Minister of Agriculture and Agri-Food,
Minister for the Canadian Wheat Board
 Sir John Carling Building, 930 Carling Ave.
 Ottawa, ON K1A 0C52
 Tel: 613-992-2940 Fax: 613-995-5621
 Email: Strahl.C@parl.gc.ca

Chuck Strahl was first elected to the House of Commons in 1993, and was re-elected in 1997 and 2000. During this time, he participated in the Foreign Affairs Review as a member of the House of Commons Standing Committee on Foreign Affairs and International Trade, and sat on the Standing Committee on Natural Resources.

Originally from the Fraser Valley in British Columbia, Mr. Strahl was a partner in a successful road construction and logging contracting firm. He had the responsibility of managing various operations throughout the Fraser Valley.

Mr. Strahl has served as Official Opposition House Leader. He spearheaded the party's efforts to work closely with other Opposition parties, and foster parliamentary reform.

He and his wife Deb have been married since 1975, and have four children and two grandchildren.



Bob Sutton, Director Grains and Logistics
Rahr Malting Canada Ltd.
 Box 113 Alix, AB T0C 0B0
 Tel: 403-747-2777 Fax: 403-747-2660
 Email: bsutton@rahr.com

Bob was born in Edmonton into a military family which explains how he ended up entering the grain industry 30 years ago in Thunder Bay. Since then Bob has experienced a wide range of activities from being a grain sampler on lakers, a country grain elevator assistant, a grain inspector, and a barley selector for both Canada Malting and Rahr Malting in Alix, AB.

Bob studied Business Management at the University of Calgary; Crop Production at the University of Saskatchewan, and recently finished studies with the Canadian Institute of Traffic and Transportation earning their professional designation.

Bob sits as a member of the Western Grain Standards Committee representing the Brewing and Malting industries as well as being a member of the Agriculture Committee of the Red Deer Chamber of Commerce.

Bob is presently the Director Grain & Logistics at Rahr Malting in Alix, AB. Bob is responsible for grain procurement, inbound and outbound logistics, as well as the sale of by products and malt to Canadian brewers.



Paul Thiel, Vice-President, Industry Relations and Project Management
Bayer CropScience
 #110, 3131-114th Avenue SE
 Calgary, AB T2Z 3X2
 Tel: 403-723-7439 Fax: 403-723-7488
 Email: paul.thiel@bayercropscience.com

Paul Thiel brings over 20 years of agriculture expertise to his position as Bayer CropScience's Vice-President, Industry Relations & Project Management.

Paul was appointed to his new position in January 2004 to develop and direct an outreach strategy for Bayer CropScience with their business partners. He is responsible for establishing partnerships with various stakeholders along the food chain and providing customers with new solutions that enhance the value and quality of food production while maintaining a sustainable business with existing products.

Prior to re-joining Bayer CropScience in Canada, Paul was based in Lyon, France from January 1997 until August of 2002. While at the global headquarters, Paul was responsible for the global seed treatment portfolio before moving to a Portfolio Team Leader in the global herbicide team responsible for corn, cotton and soybean herbicides and projects.

Paul is an active supporter and participant in the agriculture community. He is member of the Agriculture and Food Council in Alberta and chairs the provincial ACCAF committee, and sits as a board member on the Canada Grains Council and BioProducts West.

Paul graduated from the University of Guelph in 1981 with a degree in Crop Science and completed a diploma in Business Management at INSEAD in Fontainebleau France.

Paul and his wife, Nancy, reside in Calgary with their three children.

Organization Representatives



Cherilyn Jolly-Nagel, President
Western Canadian Wheat Growers Association
 P.O. Box 52 Mossbank, SKS0H 3G0
 Tel: 306-354-2517 Fax: 306-354-2599
 Email: jolly@wheatgrowers.ca

Cherilyn Jolly-Nagel was born and raised on a grain farm outside of Mossbank, SK. Cherilyn went on to Medicine Hat College to study Marketing, graduating on the Dean's Honour Roll. In 2000, Cherilyn continued her post secondary education at Olds College and studied Agriculture Business as a Finance Major. She was President of the Canadian Agricultural Marketing Association on campus and was chosen as an Ag. Advocate representing the college. She graduated again with honours and was presented with the "Most Outstanding Student Award" on behalf of Olds College students and faculty. She has traveled extensively around the world and is currently farming with her husband a few miles north of Mossbank. In addition to farming, they own and operate a Hunting Lodge.



Jeff Nielsen, President
Western Barley Growers Association
 R.R. #1, Site 12, Box 8
 Olds, AB T4H 1P2
 Tel: 403-556-3035 Fax: 403-556-5978
 Email: jeffniel@platinum.ca

Jeff farms south east of Olds, Alberta growing barley, canola and wheat on 1350 acres. Jeff's family has a long history of farming in the Olds area. The family farm dates back to 1930 on his father's side and his mother's family established a homestead 15 miles north west of the farm in 1893. Jeff has been actively farming since 1975, acquiring the family farm in 1998 when he formed J.E. Nielsen Farms Inc.

Jeff obtained a diploma in Agriculture Technology from Lethbridge Community College in 1987. Jeff worked for BASF Ag. Products as a contract sales representative for Alberta from 1993 – 2000. Jeff was past vice president of "Pool 2000" from 1995 - 2000 creating, fundraising and finally seeing the opening of an indoor aquatic centre in the town of Olds. Jeff has been a member of Member Advisory Group #72 in Olds since 1990 for United Grain Growers and now Agricore United. Jeff was elected to the Board of Directors of United Grain Growers in 1999, and served on the UGG Board until the merger with Agricore in 2001. Jeff was elected to the Board of Directors of Agricore United in February 2005 and serves on the Member & Community Relations Working Group and Risk Review Committee. Jeff was elected to the Board of Directors of the Western Barley Growers in 2002 and became Vice-President in 2003 and President in 2006. Jeff is also involved with the Cereals Grain Round Table, working in conjunction with Agriculture and Agri-Food Canada to improve producer earnings and products for the end use of cereal grains and continues to attend seminars and courses aimed at keeping his knowledge of farm practices and marketing ideas current.



Richard Phillips, Executive Director
Grain Growers of Canada
 Suite 308, 151 Slater Street
 Ottawa, ON K1P 5H3
 Tel: 613-233-9954 Fax: 613-236-3590
 Email: phillips@ggc-pgc.ca

Richard is a 3rd generation seed grower from Tisdale, Saskatchewan. Currently he and his wife Sally live in Ottawa, where Richard is the Executive Director of the Grain Growers of Canada.

Previous to this position he was involved with a number of business, political and agricultural organizations such as United Grain Growers, Canola Council of Canada, Western Grains Research Foundation, Canadian Foodgrains Bank and the Federal Ministers of Agriculture and the Canadian Wheat Board. He has a keen interest in agricultural policy and firmly believes that the government doesn't owe farmers a living, but it does owe farmers a policy environment that will let them make a living.



Terry Young, Chairman
Alberta Barley Commission
 RR 2, Lacombe, ABT4L 2N2
 Tel: 403-347-7664 Fax: 403- 347-7354
 Email: tcyoung@yourlink.ca

After graduating in 1980 from the University of Alberta with a degree in Agriculture, I committed my time and energies to the family farm and shortly thereafter became responsible for it's operations. I, along with my wife Charlene and two teenagers Jeff and Amanda, currently farm full time producing cereals, oilseeds, pulses, and forages.

In past years I have involved myself as coach of minor hockey, Grains and Grasses committee member of Red Deer Westerner Exposition, as local secretary and delegate for UGG, and as United Farmers of Alberta (UFA) Advisory Council Member and Delegate. Since 1996 I have represented the ABC as a Delegate or Director and since 2005 have been a Board member of Alberta Grain Commission. In addition to community and church events. I currently serve as Delegate for UFA, farmer member of the Alberta Grain Commission, and Chairman of the Alberta Barley Commission.

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