

# MANAGING THROUGH THE STORM



JOIN US

Online Thursday February 25

## OVERVIEW

Managing the family business, as well as the family and business relationships can feel like navigating through a storm. If this describes how you feel at times, you're not alone.

Are you experiencing a strain on cash flow due to weather, lower commodity prices, feed shortages, trade issues and delivery delays and not sure how to fix it, or how to prepare for the discussion with your creditors?

Do you have trouble managing employees and family members and is poor communication among family members causing you stress?

Are you feeling overwhelmed with all the chaos that life has thrown at you?

Through the information, stories and experience of the specialists, you will gain tips, tools and practices to help you navigate your storm with confidence and peace of mind while reducing stress for yourself and your family.

## PRICING

This seminar is free to attend

## RESERVE A SPOT

This seminar is to be held online February 25, 2021. Please click the button or link below to sign up through Eventbrite. Alternatively, if you have further questions or inquiries a contact email button is also provided.

### EVENTBRITE SIGN UP

<https://managingthroughthestorm2021.eventbrite.ca>

### EMAIL

[pam@filipchuckmanagement.com](mailto:pam@filipchuckmanagement.com)

## EXTRA READING

[Rooted In Strength \(FCC\)](#)

<https://www.fcc-fac.ca/en/community/wellness.html>

**DAVID PARKER****EVENT EMCEE**

David Parker is a trilingual, creative, and energetic communicator. As a Program Manager with Industry Relations at Farm Credit Canada (FCC), he connects agriculture and food industry partners with producers and consumers. He also works on building public trust and positive messaging on Social Media through Ag More Than Ever. He's a city kid who is always on 'standby' to help his in-laws who own a mixed (cow-calf, grain) operation near Southey, Saskatchewan. Father of two and Traumatic Brain Injury survivor, he knows too well what a "Storm" can look like and how to manage through it.

**KEVIN KIRKWOOD****CONSULTANT**

Kevin Kirkwood has been managing people in Agriculture for over 25 years. While he has managed in all areas of business, for the past 10 years his focus has been in Human Resources. Directing the companies, FarmersEdge, AMCP, and Noble Construction through their growth periods, has made him a familiar name in the HR world.

Kevin has always been very passionate in coaching and mentoring the people that worked for him. He finds a sense of accomplishment in watching those people grow and succeed in their career. Joining Backswath in 2013 has provided Kevin the opportunity to expand his Consulting practice in Succession Planning, Growth Management, Peer to Peer Grouping, Workshops and Seminars, Enterprise Risk Management and External Management Resources.

**DENISE FILIPCHUCK****CONSULTANT, COACH, MEDIATOR**

As a Farm Management Consultant and Coach, a Certified Financial Planner (CFP), a Certified Workplace Mediator, a Certified Agriculture Farm Advisor (CAFA), and a Farm Debt Mediation Service Financial Expert, Denise provides financial planning and management consulting services, tools and coaching to farm families; helping them become more successful in their businesses, relationships and lives. Denise has a background and specializes in farming, family communication, financial planning, intensive debt management, strategic business and transition planning. Denise also provides peer group and workshop facilitation and does public speaking at ag industry events.

**GERRY FRIESEN****THE RECOVERING FARMER, CONSULTANT, MEDIATOR**

Gerry comes from a diverse background of experience, learning and discovery. He grew up on a farm and in 1983 took over the family farm. He operated the farm until 2007 when other interests demanded more and more of his time. Today, Gerry's passion is in helping others find solutions for the various issues that life throws at us whether that is conflict or stress.

Aside from his private practice Gerry provides mediation services for Farm Debt Mediation Services and the Automobile Injury Mediation office and is a conflict management specialist. Gerry is a recipient of the Manitoba Pork Friend of the Industry award for "providing emotional support and expertise to help farmers cope with financial and emotional stress in their darkest days".



**CAN WE ALL JUST GET ALONG** PRESENTATION 1

Everyone wants what feels good, a carefree life, successful business, and amazing relationships. However for most of us having that does not come automatically or, in many cases, easily. Not everyone is willing to go through the difficult conversations, the awkward silences, the hurt feelings that are inherent in many relationships. Living together AND working together add interesting and often times further subtleties to relationships.

All of us are different and as varying levels of high energy, creativity, commitment, and diversity meet relational challenges become a reality. While these challenges can be uncomfortable they are not unhealthy nor always bad. The challenges we experience and deal with in life help mold us as unique individuals, defined by the values we struggle for.

**MANAGING THROUGH THE STORM** PRESENTATION 2

Managing the family business, as well as the family and business relationships, through stormy waters.

Cash flow planning and managing working capital

Debt management to improve financial health and reduce risk

Family relationships and communication

Managing relationships with creditors and working with advisors

**ENJOYING THE PEOPLE YOU WORK WITH** PRESENTATION 3

Recruiting people that fit your farm

Managing family and employees

Why are HR fundamentals important during the transition process

How to improve communication on your farm

**A TALE OF TWO BRAINS** PRESENTATION 4

Fall and winter of 2019 brought with it a host of challenges, from weather to freight disruptions to trade agreements and trade actions. Significant decisions had to be made on the fly. And before there was an opportunity to take a breath and get on with 2020 Covid hit with a whole raft of further challenges adding to our chaotic life.

To a degree we thrive in chaos but it does take its toll. Then as the body and mind become weary, our behaviours have a tendency to change. Stress has the insidious ability to wreak havoc on our decision making. Through a deeper understanding of how our brains react in stressful situations find some simple tools to ensure that we not only survive but thrive in our businesses.

8:15

**REGISTRATION**

8:30

**OPENING REMARKS**

8:40

**CAN WE ALL JUST GET ALONG**

PRESENTATION 1

9:10

**Q & A**

9:20

**MANAGING THROUGH THE STORM**

PRESENTATION 2

10:15

**Q & A**

10:30

**ENJOYING THE PEOPLE YOU WORK WITH**

PRESENTATION 3

11:25

**Q & A**

11:40

**A TALE OF TWO BRAINS**

PRESENTATION 4

12:10

**Q & A**

12:20

**FIRESIDE CHAT**

## SILVER SPONSORS



## BRONZE SPONSORS



## PROMOTERS

