

# ROCK THE FARM

## SCHEDULE OF EVENTS



January 22-24, 2010  
Mayfield Inn, Edmonton

In conjunction with AAAS Convention 2010 "Think Outside the Barn"

### **Friday January 22, 2010**

2:00 pm – 7:00 pm	FABB Registration
2:00 pm – 2:30 pm	OPENING CEREMONIES
2:30 pm – 4:00 pm	Cabinet Minister's Forum
6:00 pm – 6:30 pm	Cocktails
6:30 pm – 7:30 pm	Plated Dinner
7:45 pm – 9:00 pm	<b>Keynote Presentation: All Business Is Show Business - Deryk Sellinger</b>
9:00 pm – 11:00 pm	Networking

### **Saturday January 23, 2010**

7:00 am – 11:00 am	FABB Registration
7:30 am – 8:30 am	Breakfast Buffet
8:30 am – 9:45 am	<b>Keynote Presentation: The Winds Of Change - Rob Saik</b>
9:45 am – 10:15 am	Coffee Break
10:15 am – 11:15 am	<b>FABB Select-A-Session - choice of 4</b> The Digital Farm - Rob Saik 2009 Alberta Outstanding Young Farmer - Geoff Hoar Financing Your Good Ideas - Eric Smith and Troy Packet The Future Starts Now: Is your mind set? - Brian Perillat
11:30 pm – 12:30 pm	<b>UFA Case Study</b>
12:30 pm – 2:00 pm	Lunch & Showcase
2:00 pm – 3:15 pm	<b>FABB Select-A-Session - choice of 4</b> Succession planning (School of Business) - Judy Manning Diversification On Your Farm - Edgar Farms Corporate Farm Business Creation - Gary Pike Economics of Happiness - Mark Anielski
3:15 pm – 3:45 pm	Coffee Break
3:45 pm – 5:15 pm	<b>FABB AGM</b>
5:15 pm – 6:00 pm	Cocktails – Cash Bar
6:00 pm – 7:15 pm	Gala Awards Banquet - Theme "Outlaws and Showgirls"
7:15 pm – 8:15 pm	Steve Stubblejumpski
8:15 pm – 8:45 pm	Awards
8:45 pm – 11:00 pm	Live Auction, Entertainment Showcase, Networking

### **Sunday January 24, 2010**

8:00 am – 9:00 am	Breakfast Buffet
9:00 am – 10:00 am	TBA
10:00 am – 11:00 am	<b>Keynote Presentation: Dream Big &amp; Uniting Around An Idea - Suzanne Gibson</b>
11:00 am – 11:30 am	Closing Ceremonies