



## Draft Agenda

Fairmont Le Château Montebello  
June 12-14, 2017

Come Discover The

# Social Animals

	TIME	FUNCTION
<b>Monday, June 12<sup>th</sup></b>	12:00 – 2:45 p.m.	CAHI Board Meeting
	2:45 – 3:15 p.m.	Break
	3:15 – 5:00 p.m.	Marketing & Sales Session: <ul style="list-style-type: none"> <li>• <b>Doug Jack</b>, <i>Counsel – CAHI Code of Marketing Practice Case Study</i></li> <li>• <b>Senani Ratnayake</b>, <i>Motivatum Veterinary Consulting – Sales is not a dirty word</i></li> </ul>
	7:00 – 7:30 p.m.	Host Bar
	7:30 – 9:00 p.m.	BBQ Dinner
	9:00 – midnight	Board Meet 'n Greet Reception

<b>Tuesday, June 13<sup>th</sup></b>	7:00 – 8:00 a.m.	Breakfast
	7:30 – 9:00 a.m.	Registration
	8:00 – 9:00 a.m.	Annual Business meeting
	9:00 – 9:30 a.m.	Coffee & Networking
	9:30 – 10:15 a.m.	Keynote Speaker: <b>Tom Clark</b> <i>Veteran broadcaster, former host of The West Block, and chief political correspondent for Global Television</i>
	10:15 – 11:00 a.m.	<b>Chris Ragland</b> <i>CEO, Animalytix®—The Animal Health Industry's Leading Provider of Commercial Insight</i>
	11:00 – 11:15 a.m.	Break
	11:15 – 12:00 p.m.	<b>Dr. Garth Graham</b> <i>Ontario Veterinary TeleHealth Services – Improving accessibility to veterinary expertise</i>
	12:00 – 1:00 p.m.	Lunch
	1:00 – 1:45 p.m.	<b>Dr. Mike Von Massow</b> <i>Associate Professor, University of Guelph: Food, Agricultural &amp; Resource Economics – How people think about food, focusing on animal welfare and antibiotic use</i>
1:45 – 2:30 p.m.	<b>Dr. Cindy Adams</b> <i>Professor at the University of Calgary: Veterinary Clinical and Diagnostic Sciences – Experiences in communication curricula for veterinary education</i>	

<b>Tuesday, June 13<sup>th</sup></b>	2:30 – 3:00 p.m.	Break
	3:00 – 3:45 p.m.	<b>Dr. Deb Stark</b> <i>Former Deputy Minister at the Ontario Ministry of Agriculture, Food and Rural Affairs – Communicating a vision to achieve your goals</i>
	3:45 – 4:30 p.m.	<b>John Masswohl</b> (tentative) <i>Director of Government &amp; International Relations, Canadian Cattlemen’s Association – Perspectives on trade in an agricultural context</i>
	6:30 – 7:00 p.m.	Host Bar
	7:00 – 10:00 p.m.	Banquet Dinner & CAHI Awards Presentations
	10:00 – midnight	Networking

	TIME	FUNCTION
<b>Wednesday, June 14<sup>th</sup></b>	7:00 – 8:30 a.m.	Breakfast
	8:30 – 9:30 a.m.	Keynote Speaker: <b>Randall Craig</b> <i>CEO and Chief Strategist at 108 ideospace, he put the Toronto Star and the Globe and Mail’s GlobeInvestor/Globefund online, and author</i>
	9:30 – 10:15 a.m.	<b>Susan Groeneveld</b> <i>Director of Strategic Planning, Woodruff Sweitzer – The Branding of Cat Healthy</i>
	10:15 – 10:30 a.m.	Break
	10:30 – 11:15 a.m.	<b>Trish Jordan</b> <i>Director of Public &amp; Industry Affairs, Monsanto Canada – Advocating for Agriculture</i>
	11:15 – 12:00 p.m.	<b>Andrew Campbell</b> <i>The Fresh Air Farmer with a passion for agriculture advocacy, social media and new technology – Perspectives on what it means to be a young farmer</i>
	12:00 p.m.	Lunch / Boxed Lunches

March 9, 2017