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**72<sup>ND</sup> ANNUAL  
GENERAL  
MEETING  
&  
CONFERENCE**

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JANUARY 15-17, 2025

EDMONTON, AB

**AGM & CONFERENCE  
OVERVIEW &  
SCHEDULE OF EVENTS**

# 25 AGM & Conference

*The Sky's The Limit*

## WELCOME

On behalf of the Board and staff of Alberta Seed Processors, we extend a warm invitation to you to attend the 72nd AGM & Conference.

The Alberta Seed Processors Co-operative AGM & Conference is an annual gathering that unites co-operatives, suppliers and industry leaders. It provides a platform for meaningful discussions about current and future trends within the seed & agriculture industry, all while fostering valuable connections and innovative solutions.

The theme of this year's AGM is **THE SKY'S THE LIMIT** is designed to challenge each attendee to think big, to consider what can be, rather than allowing negativity define who we are, and what is possible. Your presence and active participation at the 2025 AGM & Conference will be of immense value, as will your insights and contributions.

The fact that this is your association's 72<sup>nd</sup> annual meeting is not only proof of the success of each member, but of the success of the association as a whole. The cliché that 'we're stronger together' rings true, as our association partners and suppliers that generously sponsor the event, contribute to discussions, and are trusted partners for growth.

Keeping with the cooperative spirit, there is a priority on networking opportunities that result in information exchange and motivation with the goal of building stronger and relevant cooperative businesses

Thank you for being part of the association, and we look forward to seeing you in January!



Todd McCann, President





# 2025 AGM & Conference

*The Sky's The Limit*

## 2025 CONFERENCE THEME

Pivoting from last year's theme, "*Thriving in Turbulent Times*", we are thrilled to unveil the theme for the 72nd AGM & Conference: "*The Sky's the Limit*"

This theme signifies a forward-looking approach, challenging attendees to envision the future and to think about what could be possible, rather than what seems impossible. The theme invites reflection on past accomplishments while igniting enthusiasm for what lies ahead, fostering a culture of innovation, collaboration, and a steadfast commitment to continuous growth.

The conference sessions aim to equip participants with valuable insights, practical strategies, and actionable takeaways to help them navigate the opportunities and challenges in the agriculture industry.

Staff, directors, and shareholders of seed processing co-ops can drive positive change within their organizations for long term growth and success. Industry participation in the conference strengthens knowledge & builds capacity within the sector. Conference content can also bring awareness to unfilled opportunities within the industry.



## LOOKING FORWARD TO SEEING YOU

### Industry Engagement

The conference brings together a cross section of industry professionals with the goal of information and idea exchange. Attendees learn about new initiatives, industry challenges & opportunities that are meaningful to the Association's members and the broader industry. Attending the conference can strengthen relationships with suppliers, and other stakeholders, fostering a sense of trust and open communication.

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### YOUR Co-op Association

Attendees at the conference have the opportunity to hear updates from the association. Members have direct input into the oversight of the association through the annual general meeting proceedings. Gathering together assists in sharing points of view, gaining understanding, with the goal of speaking with a unified voice in advocacy efforts. The Resolution process is another method that members can provide direction on major issues and elements of the agriculture industry

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### Networking & Business Development

The agenda is built with connecting people in mind. Many attendees indicate that the time between sessions provide important opportunities for networking and business development. It allows seed plant directors, staff, suppliers and guests to connect in a focused and conducive environment. These interactions can lead to valuable collaborations, partnerships, and business opportunities that can contribute to the attendee's long-term business success. Networking often results in exposing unfilled business opportunities for our industry partners.

## CONFERENCE SCHEDULE OF EVENTS

Wednesday, January 15, 2025

- Morning: Manager's & Operator's Meeting (attendance by invitation)
- Afternoon:
  - Select-a session workshops:
    - Risk Management; everything you want to know about insurance, but were afraid to ask
    - Awesome Agronomy & More: *Seed Treatment Credit Sessions*
  - Registration Desk Opens
  - Ice Breaker Reception, with entertainment & no host bar

Thursday, January 16, 2025

- Trade Show
- Official Conference Opening
- Annual General Meeting
- Guest Speaker: *The State of Agriculture & Seed Research in Canada*
  - Dr. Lauren Comin- Director of Policy, Seeds Canada.
- Industry Panel
- Round Table Discussions
- Partner Program for spouses/ partners
- Dinner Theatre: *FLASHBACK FEVER* <https://mayfieldtheatre.ca/shows/>

Friday, January 17, 2025

- Trade show
- Peer to Peer Business Building
- Famous Last Words: *The Sky's the Limit- Think Big- Ideas for Success*
- Key Note Speaker: **Tyler Smith**  
Humboldt Broncos Crash Survivor | Amazing Race Canada Winner | Mental Health Advocate
- Adjourn @ noon
- Awards Luncheon

