



Taking place at the beautiful
Fairmont Banff Springs Hotel

This year's theme... **"PAST, PRESENT & FUTURE"**

Tuesday Nov. 22nd



Author of "A la Cart"
PETER CHAPMAN
"Getting More Potatoes in the Shopping Cart"

With a better understanding of the retailer's priorities, suppliers have a much better chance of success. With over 25 years experience in the Canadian food industry, Peter has help producers and

processors understand the retailers better. You can sell more when you know how your customers make decisions and where the opportunities are.



ATB Financial ~ Chief Economist
TODD HIRSCH

"Have We Reached the Bottom Yet?"
As we move into fall of 2016, the global economy remains tentative. The U.S. continues to pick up steam, but troubles are brewing both in Europe and Asia. Canada's economy is also struggling to gain traction. As the province struggles through its second year of recession, the question on

many people's minds is how long will this last? Have we seen the worst of it, and if so when can we expect recovery?



Miller Research ~ President & CEO
DR. JEFF MILLER
"The Management of Silver Scuff in Potatoes"

Raised on a family farm, Jeff also helped his father conduct agricultural research. With a BS in Botany-Biotechnology and a PHD in Plant Pathology, he was a Professor at

the University of Minnesota until returning to his own research in 2007. He will share techniques on managing silver scurf.



Agriculture & Agri-Food Canada
Researcher
DR. BOB VERNON

Working alongside distributors in finding effective practices, Dr. Vernon will update his findings on his national research project, wireworm control in potatoes and strategic rotation crops in Canada.

ON THE AGENDA...

Seed Day,
Monday Nov. 21st

Phyto Diagnostics Co. Ltd.
Founder

DR. PETER ELLIS
"Testing seed lots - the importance and protocols"

Currently the Laboratory Director, but with over 30 years experience in plant pathology, Peter's research focus has been on virus diseases of the potato.



Wednesday Nov. 23rd



US National Potato Council Executive
Vice President & CEO

JOHN KEELING
"Update on the North American Potato

Industry"
Providing leadership of the NPC for close to 15 years, John will share his expertise.



Grain Farmer and Agricultural Advocate
CHERYLYN NAGEL

"Why Farmers Should Care What Consumers Think"

A farmer from Mossbank, SK, Cherilyn explains why building strong trust with consumers is critical to the success of modern farming.



Senior Winner of the Alberta Young
Speakers for Agriculture

EMILY RITCHIE
"What Does the Next Generation of Agriculture Bring to the Table?"

Emily grew up on a cow/calf operation near Turner Valley AB, and has had a deep rooted passion for agriculture from a young age. As a past 4H member and recent graduate from Lethbridge College with a diploma in Agricultural Technology. Currently she works and volunteers in the Canadian cattle industry, but seeks new ways to get involved in agriculture.



Featured Speaker...
Environment and Climate Change
Canada ~ Senior Climatologist

DAVID PHILLIPS
"Tomorrow's Forecast... Warmer, Wetter and Wilder"

David has been employed with Environment Canada's weather service for 45 years. His work activities relate to the study of the climate of Canada and to promote awareness and understanding of meteorology. He has published several books, papers and reports on the climate of Canada, including a book on *The Climates of Canada*, and two bestsellers: *The Day Niagara Falls Ran Dry* and *Blame It On The Weather*.

Tuesday Evening Welcome Reception

6:30 - 8:30 pm

Mashtini bar, potato
appetizers, and snacks.

New this year...capture your
memories at the **Photo Booth!**
Bring your friends and your
SMILE!



Closing Speaker

Wednesday @ 3:00 pm

Canadian Olympic Gold Medalist &
Host of The Amazing Race Canada

JON MONTGOMERY

"The Importance of Teamwork"

In an individual sport like skeleton, one's success as an athlete is directly tied to an ability to work collaboratively with the team behind the front lines. Jon Montgomery explains the importance of teamwork in our families, workplaces, and communities.

Wednesday Evening Banquet

6:30 - 9:00 pm

An evening to reflect on our history,
our partners, and our future, all while enjoying a
first class dining experience.



Entertainment

DOUG ARDEN COMEDY SHOW

Over 20 years experience in the
humour business, Doug will
entertain us with magic and
ventriloquism!



Alberta Chef and potato
lover Julie Van Rosendaal.

Partner's Program

Tuesday ~ After the opening speaker, and lunch with the group, you will enjoy a cooking demonstration by famous Alberta Chef, Julie Van Rosendaal. Next a guided tour of the Fairmont Banff Springs Hotel, and ending the day in the company of the APIA associates for the "Ladies Only" portion of the Trade Show.

Wednesday ~ With so much to do, you have several options today! Take in the planned activities inside the hotel (the spa, shopping, yoga classes) OR step outside where you will enjoy the beauty and fun of Banff National Park and the many winter activities it offers. The day ends with the closing speaker Jon Montgomery.



TRADE SHOW HOURS

Featuring 50 Booths

MONDAY, Nov 21st

3:00 pm - 7:00 pm

TUESDAY, Nov 22nd

10:00 am - 9:00 pm

WEDNESDAY, Nov 23rd

9:30 am - 3:00 pm

APIA HOSPITALITY SUITES

Join the Industry Associates on both Tuesday and Wednesday evenings starting at 9:00 pm. Snacks and refreshments will be offered and it is a great opportunity to mingle, network, and enjoy the comradery that exists between the people involved in the Alberta Potato Industry.

REGISTRATION COSTS

as of September 1, 2016

PGA Growers \$250.00

Sponsor Registration \$475.00

General Registration \$500.00

These prices are the same for Partner's Program

<http://www.albertapotatoes.ca/files/2016ConferenceRegistrationfillable.pdf>



Room Reservations

for the...

**Fairmont Banff
Springs Hotel**

Phone:

(800) 441-1414

Quote: 1116POTA