



SaskTrade

SHOWCASE

SaskTrade Virtual Showcase Agenda

All times are Central Standard Time (GMT-6)

Monday, January 25, 2021
7:00 to 19:00 (GMT-6)

7:00 **SaskTrade Virtual Showcase - Start of Day 1**

Visit the booths and chat with our member companies. The various exhibit halls are:

- Food & Agriculture
- Agricultural Technology & Equipment
- Energy & Mining
- Information Technology & Solutions
- Professional Services & Manufacturing

8:00 – 9:30 **“C” Agricultural Technology & Equipment Webinar: Saskatchewan – World Leader in Direct Seeding/Conservation Tillage Practices and Residue Management**

Description: Residue management within a direct seeding system are inextricably linked. Saskatchewan has long been a leader in direct seeding and conservation tillage practices in large scale, dryland farming, come learn about the technologies and agricultural practices that keep Saskatchewan at the forefront. How crop residue, both the straw and the chaff, are managed the preceding year will dictate whether the crop residue is an asset or an Achilles heel for next years’ crop production. Proper management of crop residue is of extreme importance to the entire cropping system and when managed properly, can help in the areas of effective direct seeding, reduction in both wind and water erosion, providing a beneficial microclimate for emerging spring seedlings, weed growth suppression, and the overall health of the soil. Learn about some new technologies that are available to within a direct seeding and residue management system.

Master Of Ceremonies: Brad Michnik – Sr. Vice President, Trade Development
Saskatchewan Trade & Export Partnership
E-mail: bmichnik@sasktrade.sk.ca

Speaker: Garth Massie, M.Sc., P.Ag., Corporate Agronomist - Morris Industries

Garth Massie has represented Morris as their Corporate Agronomist for the past twelve years. Previous to this he gained experience in other sectors of agriculture including value-added processing and as a scientist developing crop varieties and agricultural pesticides. Garth earned his degrees at the University of Saskatchewan and is a member of the Saskatchewan Institute of Agrologists. He farms with his parents and brothers as part of a 2000 ha grain and cattle operation south of Biggar, Saskatchewan. His company, Morris Industries strives to provide the most innovative and up-to-date products in the agricultural equipment market. Morris has been providing innovative equipment to North American farmers since 1929. Today you will find Morris in international markets such as Australia, Kazakhstan, Germany, Ukraine, France, England, New Zealand, South Africa and Russia.

Speaker: Trevor Thiessen, President – Redekop Manufacturing Inc.

Trevor Thiessen is the President of Saskatoon-area manufacturing company Redekop Manufacturing Inc., a company that he has co-owned since June, 2014. He has also served as President and Chief Operating Officer of Novozymes BioAg Ltd. And where he had numerous senior positions in marketing, sales, production and research. He spent time in the canola seed business with Monsanto and has served as a Director of Gardiner Dam Terminal Ltd. He graduated from the University of Saskatchewan with a bachelor of commerce degree and completed a master's of business administration degree.

9:30 – 11:00 **“C” Food & Agriculture Webinar: Plant Protein: What You Need to Know! – The Latest Trends and Opportunities**

Description: The interest in plant protein is growing at an exponential rate, large investments are announced regularly in this sector, and new products are hitting the shelves almost every week. In this webinar, you will hear about the latest trends, opportunities, food applications, and consumer/market insights in plant protein. Also, you will learn more about the latest research in pea protein that is happening at the Crop Development Center at the University of Saskatchewan.

Master Of Ceremonies: Roy Hawat – Director, Agri Value
Saskatchewan Trade & Export Partnership

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E-mail: rhawat@sasktrade.sk.ca

Speaker: Blair Knippel, General Manager- Verdient Foods Inc. and Senior Advisor – Ingedion Incorporated

Mr. Blair Knippel is the Chief Financial Officer for the Canadian operations of a US-based family office and works directly with select businesses and investment opportunities focusing on sustainable agriculture and plant-based food ingredients and retail products. Blair spent most of 2020 working as the General Manager of Verdient Foods Inc. and, effective November 2020, serves as a Senior Advisor to Ingedion Incorporated and Verdient Foods Inc., one of the world's largest ingredient manufacturers.

Over the past several years, Blair has been intensely focused on finding, blending and advancing new technologies into sustainable enterprises and then sourcing financial and human capital for those businesses to succeed.

Previously, Blair worked with Deloitte LLP for 27 years and left public practice as a Tax Partner in 2015 where he specialized in assisting Canadian and foreign companies expand their businesses into various countries with a primary focus on technology and commercialization opportunities.

Blair has a B.Comm from the University of Saskatchewan and is both a Canadian Chartered Public Accountant and a US Certified Public Accountant.

Speaker: Dr. Yadu Dar, Director Business Development, Plant Protein - Ingedion Incorporated

Dr. Yadu is the Director of Business Development, Plant Protein with Ingedion Incorporated, Dr. Yadu is a collaborative innovator with a strong track record of commercializing successful new products and new technologies in food ingredients as well as specialty industrial business segments. The products that Dr. Yadu and his teams have developed/launched are sold in five continents. Dr. Yadu has a passion for food, especially food texture. Dr. Yadu enjoys working with people and have managed multi-disciplinary business development teams, research and development groups as well as led multi-regional/global teams. Dr. Yadu have lived and worked in Asia, Europe, North America, and South America. Dr. Yadu has a B.Tech in Chemical Engineering from the Indian Institute of Technology in Bombay, and a PHD in Chemical Engineering from Michigan Technological University.

Speaker: Dr. Tom Warkentin, Professor, P.Ag. Crop Development Centre/Department of Plant Sciences - University of Saskatchewan

Dr. Tom Warkentin is a Professor in the Crop Development Centre/Department of Plant Sciences, University of Saskatchewan. He received his Ph.D. in Crop Science from the University of Saskatchewan in 1992. He is breeding field pea cultivars with emphasis on agronomic traits (yield and lodging resistance), disease resistance (foliar and root diseases), tolerance to abiotic stresses (heat and drought), and end-use quality (seed visual quality, seed coat durability, cooking quality, and nutritional quality including concentration of protein, starch, fiber, vitamins and minerals and their bioavailability). He has also conducted research in the area of improving nitrogen fixation in pea. Tom has supervised many graduate students and post-doctoral fellows and published on the above topics. Tom is also leading a soybean breeding program addressing the northwestern frontier of North American production.

11:00 – 12:30

“C” Advanced Manufacturing & Professional Services Webinar: Overview of Saskatchewan Forestry Sector

Description: Over half of Saskatchewan is forested and forestry is northern Saskatchewan's largest industry. The Province has a well-established and competitive forest industry, with leading-edge technology. There are seven large forest products manufacturing facilities producing lumber, pulp and panels, and over 210 small forest businesses producing a variety of forest products. The seminar will provide an overview on the forestry industry of the Province.

Master Of Ceremonies: Yi Zeng – Senior Director, Asia

Saskatchewan Trade & Export Partnership

E-mail: Yzeng@sasktrade.sk.ca

Speaker: Shane Vermette, Executive Director, Forestry Development Branch - Government of Saskatchewan

Shane is responsible for the competitiveness and growth of Saskatchewan's forestry sector. He has over 29 years of forestry experience, including 9 years with the forest industry and the past 20 years with the Government of Saskatchewan. Shane holds a BSc in Forest Management from Lakehead University, in Thunder Bay, Ontario, and is a registered professional forester in Saskatchewan.

12:30 – 14:00

“C” Energy & Mining Webinar: Soft Rock Mining: Techniques and Technology



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Description: Underground potash mines are corrosive environments. This webinar will feature some of the technology that is used underground to effectively mine potash, maintain safety for the workers, and keep the machines running with limited downtime.

Master Of Ceremonies: Ryan Niemela – Director, Technology Services & Resources
Saskatchewan Trade & Export Partnership
E-mail: rniemela@sasktrade.sk.ca

Speaker: Kevin Anderson – Mining Equipment Project Manager – DynaIndustrial

Kevin, a Mechanical Engineering Technologist, with 20 years of industry experience is DynaIndustrial's Mining Equipment Project Manager. Kevin's main responsibility is looking after the engineering, commissioning and providing after-market support of DynaIndustrial's roof bolter product line, the DynaBolter. Kevin has spent time working with our customers at their mine sites located in Saskatchewan, Wyoming and South Africa. Kevin is committed to delivering innovative designs, turnkey solutions and quality equipment to the mining industry.

Speaker: Scott Bahr, President & CEO – Bit Service Company Ltd.

Scott is the President and CEO of Bit Service, a successful Saskatchewan manufacturing, distribution and servicing company supporting the Canadian natural resources industry. He has spent years transforming the company's strategic goals to align with the need for diversity from a business stance to maintain sustainability, as well as developing a strong position in its community impact standpoint. Scott started with Bit Service in 2001 in a technical service role, with a background as a Mechanical Engineering Technologist. Through various roles in the company later as Sales Manager he then took over the company as President and CEO in early 2018. He has a passion for problem solving and assisting customers in tackling production and reliability related maintenance issues, of which the Canadian mining industry provides a perfect platform.

14:00 – 15:30

“C” Information Technology Solutions Webinar: *Emerging Technologies for Urban and Rural Municipalities*

Description: This presentation focuses on the emerging network platform LoRa (newer than cellular, for data collection) and the smart tech sensors suitable for both rural and urban municipalities. Learn how LoRa networks are empowering sensors for GPS based asset tracking, crime prevention, environmental monitoring, agtech, and smart city use such as hydrology and soil moisture monitoring. Primary benefits of these new technologies include reduced costs compared to conventional technology options in use, improved efficiencies in operations, reduced crime rates, and positive environmental impacts such as climate data, soil remediation, and water conservation. Typical uses include soil monitoring in greenhouses and parks where watering is being done, GPS tracking of equipment, temperature / humidity monitoring in remote buildings, controls for automation of systems, motion detectors, and hundreds of new sensors available for niche requirements.

Master Of Ceremonies: Megan Ruf – Specialist, Technology Services & Resources
Saskatchewan Trade & Export Partnership
E-mail: mruf@sasktrade.sk.ca

Speaker: Jeff Shirley, Founder & CEO, Rivercity Innovations Ltd.

Jeff Shirley, Founder and CEO, has spent over 30 years in the technology space. He resides on a farm northeast of Saskatoon where his wife operates a large commercial apiary. BeeSecure was founded based on the original root problem of preventing beehive theft. Jeff is familiar with agriculture and city lifestyles, and leverages his experience into the development of solutions that have an ROI for the owner and practical use for the customer. Jeff is proudly Saskatchewan driven, taking extra time to focus on building as much of the solutions as possible using our local talent and resources right here in Saskatchewan.

19:00

End of Day 1 of the SaskTrade Virtual Showcase



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Tuesday, January 26, 2021
7:00 to 19:00 (GMT-6)

7:00

SaskTrade Virtual Showcase - Start of Day 2

Visit the booths and chat with our member companies. The various exhibit halls are:

- Food & Agriculture
- Agricultural Technology & Equipment
- Energy & Mining
- Information Technology & Solutions
- Professional Services & Manufacturing

8:00 – 9:30

“C” Food & Agriculture Webinar: *Wheat – Value Proposition, Quality, Consistency and Competitiveness & Canola – A Sustainable Source of Healthy Oil and Premium Protein*

Description: The global wheat market is becoming increasingly competitive, this presentation would explain the advantages of usage of Canadian wheat to the traders, millers and bakers around the world. The webinar would highlight the quality and consistency of supply along with explain the milling advantages and baking and processing advantages. Canola oilseed is packed with healthy oil, protein and potential, in a few decades, canola has become one of the world’s most important oilseeds and one of Canada’s leading crops. Canola oil makes up nearly 45% of a canola seed – about double the oil content of soybeans. Canola oil has the lowest saturated fat content of all common vegetable oils. Its light texture, taste and high smoke point make it a versatile choice for home and commercial kitchens. The solid parts of canola seed are processed into canola meal, an efficient protein source for dairy herds, livestock, poultry and fish. Canola meal has the potential to be a plant-based protein for human diets, as well.

Master Of Ceremonies: Mertoza Tarafder – Director, Agriculture

Saskatchewan Trade & Export Partnership

E-mail: mtarafder@sasktrade.sk.ca

Speaker: Daniel Ramage, Director of Market Development - Cereals Canada

Daniel Ramage joined Cereals Canada as Director of Market Development in 2017. Prior to joining Cereals Canada, Daniel worked as a Senior Trade Policy Analyst with the Saskatchewan Ministry of Agriculture, where he focused on advancing market access priorities for provincial agri-food exports. Previously, he held the role of Director of Communications with Genome Prairie, leading engagement and outreach efforts to strengthen the regional bioscience cluster. Daniel also contributed to the development of a National Export Strategy for Myanmar with the International Trade Centre. Daniel holds a Bachelor of Commerce (Honours) and a Master of International Trade from the University of Saskatchewan.

Speaker: Brittany Dyck, Senior Manager, Canola Council of Canada

Brittany joined the Canola Council of Canada in November, 2012 and is responsible for the promotion of canola seed, oil and meal in various key markets around the world including China, South Korea, Vietnam and Thailand. In addition, Brittany manages the canola meal research sponsored by the CCC and Agriculture and Agri-Food Canada and works towards disseminating the results of the research to industry in order to increase the value of meal in the diets of all livestock species.

Brittany holds a Master’s degree in dairy cattle nutrition and reproduction from the University of Alberta, Canada. Prior to joining the council, Brittany worked with Manitoba Agriculture, Food and Rural Initiatives on programming related to the funding of beneficial management practices on Manitoba farms.

9:30 – 11:00

“C” Agricultural Technology & Equipment Webinar: *Technologies for Mechanical Weed Control*

Description: Mechanical weed control is not anything new, as farmers have been using various types of equipment to control weeds for centuries, and for organic farmers mechanical weed control remains the only option. Growing market and consumer pressures have brought methods for mechanical weed control to the forefront. Learn about some new technologies that are available to help make mechanical weeding more efficient and effective.

Master Of Ceremonies: Brad Michnik – Sr. Vice President, Trade Development

Saskatchewan Trade & Export Partnership

E-mail: bmichnik@sasktrade.sk.ca

Speaker: Trevor Thiessen, President – Redekop Manufacturing Inc.



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Trevor Thiessen is the President of Saskatoon-area manufacturing company Redekop Manufacturing Inc., a company that he has co-owned since June, 2014. He has also served as President and Chief Operating Officer of Novozymes BioAg Ltd. And where he had numerous senior positions in marketing, sales, production and research. He spent time in the canola seed business with Monsanto and has served as a Director of Gardiner Dam Terminal Ltd. He graduated from the University of Saskatchewan with a bachelor of commerce degree and completed a master's of business administration degree.

Speaker: Joseph Bourgault, President – Bourgault Tillage Tools Weed Clipper

Joseph (Jos) Bourgault is the president and owner of F.P. Bourgault Tillage Tools Ltd. (BTT) which is located in the Town of St. Brieux, Saskatchewan. Jos grew up working with his father and he helped build the 1st Bourgault Cultivator in 1969 when he was 13 years of age. Working alongside his father, who was an excellent mechanic and inventor, he learned how to invent and design machinery and other farm related equipment and farm tillage and seeding tools. In 1980 Jos researched and developed the Bourgault 5 Row Series Cultivators and then in 1984 invented, designed and developed the Bourgault Floating Hitch Series Cultivators. Jos was also a co-inventor of the Bourgault parallel wing sweeps, the Bourgault Side Draft Eliminators, the Bourgault Quick Change Sweeps and Quick Change Knife Tips. In May of 1991 Joseph, his wife and several partners founded F.P. Bourgault Tillage Tools Ltd. to focus exclusively on the research, development and manufacture of tillage and seeding tools. In 2011, as a result of his experiments on his organic farm to control weeds in his seeded crops, Jos modified his 30' self-propelled swather. Having experienced the many problems with a modified swather in 2012 and 2013, Jos and Frank Nagy designed and manufactured and began testing the prototype BTT 50' Weed Clipper machine and have been continually improving the machine ever since.

11:00 – 12:30

“C” Energy & Mining Webinar: How Technology Has Enhanced the Saskatchewan Oil & Gas Industry

Description: Oil wells, pipelines and other assets are spread across Western Canada. It isn't practical for humans to be present 24 hours a day. Join this webinar to learn how technology, such as software and artificial intelligence, is saving producers time and money.

Master Of Ceremonies: Ryan Niemela – Director, Technology Services & Resources

Saskatchewan Trade & Export Partnership

E-mail: rniemela@sasktrade.sk.ca

Speaker: Ian Cunningham, Founder & CEO – Wave9 Technology Inc.

Ian is a technology strategist and innovator and has been leading Wave9 since 2017. He has past experience in developing Wireless Technology Strategy, Cellular Radio Systems, and Project Management at SaskTel. His technical experience was developed during projects in software design for data analytics at SaskTel International, and firmware for electronics and radio controls at Murandi Communications. Ian has a broad educational and technical background covering software, firmware, and hardware design in combination with business strategy related to innovation programs. He worked with lead customers and key stakeholders to develop the initial proof of concepts and prototypes for Wave9 and led the integration of AI into the platform to meet the needs of customers.

Speaker: Heather Quale, P.Eng., P. Geo. - CEO – MERA

Heather has spent the majority of her professional life leveraging data and technology as a competitive advantage. She started her career in upstream oil and gas and was fortunate to gain experience in many areas including exploration, development, automation, asset rationalization, information technology and corporate planning. 30 years ago, she founded Mera Group, a technology company to assist clients to use their operational data to make timely, informed decisions. Heather has had the opportunity to work with some of the world's largest companies in oil and gas, pipelines and mining companies across many parts of the globe. Her hands-on experience from the field to the boardroom has allowed her to demonstrate to decision makers the value they receive by uniting both their IT and OT teams to use their data more effectively.

Speaker: Kamal Narayanaswamy, Senior Engineer – MERA

Kamal has 15+ years of experience in various industries in using data to optimize operations, maintenance, HSE and reliability. Kamal started in the manufacturing industry and through the years has worked in Oil and Gas, Power and Food Processing. He has integrated IT and OT data in many industries to bring new insights to optimize processes and address issues proactively.



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12:30 – 14:00

“C” Information Technology Solutions Webinar: *Saskatchewan Innovations in HealthTech*

Description: From mobile health to smart absence management solutions, learn how technology is changing face of healthcare.

Master Of Ceremonies: Megan Ruf – Specialist, Technology Services & Resources

Saskatchewan Trade & Export Partnership

E-mail: mruf@sasktrade.sk.ca

Speaker: Tom Ross, CEO, Andgo Systems Inc.

Tom Ross is co-founder and CEO of Andgo Systems, the inventors of Smart Absence Management, a software platform that automates the process of filling vacant shifts when an employee calls in sick.

Tom’s demonstrated success in innovation is grounded in his belief that every interaction must create value. Tom’s leadership has brought exponential growth to multiple companies through strategic and inspired product and business development. Alongside his world class team, Tom is leading Andgo into the next phase of the Smart Absence Management evolution with increased use of artificial intelligence and machine learning embedded to further optimize workforce scheduling.

Tom holds a bachelor of commerce degree from the University of Saskatchewan and lives with his wife and two children in Saskatoon.

Speaker: Didi Emokpare, Chief Medical Officer & CEO, Outpost Healthcare Corporation

Dr. Didi Emokpare is a Board Certified Family Physician currently practicing as a Family and Addictions medicine Physician in Regina, Canada. He is the founder and current Chief Executive Officer for Outpost Healthcare. He has over 25 years of clinical experience in a variety of countries including Nigeria, Trinidad & Tobago, St Vincent & the Grenadines, Grenada, Jamaica, the US and Canada. His areas of clinical interest and expertise include Addictions medicine, Indigenous, Public and Digital Health. He has published research papers related to Hepatitis C Virus management in Canadian First Nations peoples and the education of physicians in HCV management in association with the Canadian Liver Foundation.

Didi attended medical school in Nigeria at the University of Benin, and went through internships at Military Hospital Lagos and the Port of Spain General Hospital in Trinidad. He then completed a post-graduate program in Family practice and community health at Mt. Sinai Family Practice Residency, Chicago USA.

He is a former member of the academic Faculty of St George’s University, Grenada, and a former attending Physician with US Department of Veterans Affairs in Indiana, US. He remains actively involved in Medical education of post-graduate students from Canadian nursing, medical, social work and affiliated programs.

A passion for technology and public service led him to serve as the Chief Medical Information Officer of eHealth Saskatchewan, Canada. He served on the board of the Regina Autism resource center, and still serves as a volunteer for several nonprofit organizations in North America and Nigeria.

Speaker: Patrick Ullrich, Full Stack Senior Software Developer, Outpost Healthcare Corporation

Patrick is a Full Stack Senior Software Developer. Born and raised in Germany, he has been in Canada for over 10 years now. He has experiences in architecture, leading teams, and working with clients ranging from individuals to large corporations, across multiple verticals.

14:00 – 15:30

“C” Advanced Manufacturing & Professional Services Webinar: *Saskatchewan Tank Monitoring Innovations*

Description: From fuel and water to fertilizer storage, tank monitoring technology is rising to new heights in Saskatchewan. This webinar will feature insight into how Saskatchewan innovation is driving new and innovative solutions in tank monitoring from North Star Systems, a leading designer of product monitoring technology, software and solutions.

Master Of Ceremonies: Jeff Thackeray – Sr. Director, Market Intelligence

Saskatchewan Trade & Export Partnership

E-mail: jthackeray@sasktrade.sk.ca

Speaker: Kyle Bortis, Business Development Director - North Star Systems Inc.

Kyle holds a Bachelor of Science in Agribusiness. His career experience includes agriculture retail, seed and chemical manufacturing, and now Ag-Tech and Ener-Tech space.



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What excites Kyle the most is the opportunity to expand relationships in agriculture by bringing new concepts to market to support business operations and identify opportunities to grow and collaborate with our client's businesses. The tech space is a fast-paced industry, and anything is possible.

In his spare time, Kyle enjoys spending time with family and friends, golfing, and coaching a minor hockey team. Kyle is also very active with the Huskie Hockey Alumni and Off the Leash Luncheon Committee.

Arthur Cradock, Director, Manufacturing Engineering and Production – North Star Systems Inc.

Arthur has worked in multiple industries and gained a diverse background that covers mechanical design and fabrication, electronics manufacturing, maintenance and asset management, and reliability engineering. Arthur holds a Bachelor of Science in Engineering, University of Saskatchewan; Professional Engineer (APEGS) and Maintenance Management Professional (PEMAC). He is well versed in the broad data and analytics required for large scale asset management and has extensive experience implementing lean principles for workflow and process optimization.

The tech industry is an exciting and fast paced environment to work in. As a mechanical engineer Arthur finds it energizing to be involved at the ground level of new developments where he can provide ideas and insight to reach and exceed North Star Systems client's needs. He really enjoys the dual aspect of his role supporting the optimization of new and existing products as well as organizing the production of North Star Systems hardware.

Arthur likes to be active outdoors, build and create, and organize community events.

Brittany Evans, Client Relations Director – North Star Systems Inc.

Brittany holds a Bachelor of Science in Agribusiness. She has worked in the agriculture industry for 10 years and her previous work experience includes seed and chemical sales as well as seed and chemical distribution.

As Client Relations Director, she enjoys working with North Star Systems' clients to understand their business and how North Star Systems' technology can help add value and enable them to be more efficient. Brittany enjoys sharing her knowledge and experience with the Tattle Systems product offering and working alongside clients to implement innovative solutions in a way that works best for them. The tech industry is very fast paced and constantly evolving. It is exciting for her to work in an area where anything is possible and have an opportunity to be a part of new and exciting things every day.

Brittany enjoys spending time with family and friends, especially at the lake in the summer months. She is also working to improve her golf game. In the winter she enjoys travelling to the mountains and skiing.

19:00

[End of Day 2 of the SaskTrade Virtual Showcase](#)



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Wednesday, January 27, 2021

7:00 to 19:00 (GMT-6)

7:00

SaskTrade Virtual Showcase - Start of Day 3

Visit the booths and chat with our member companies. The various exhibit halls are:

- Food & Agriculture
- Agricultural Technology & Equipment
- Energy & Mining
- Information Technology & Solutions
- Professional Services & Manufacturing

8:00 – 9:30

“C” Agricultural Technology & Equipment Webinar: *How Innovations in Livestock Equipment and Feed Can Impact the Cost of Production*

Description: In an always changing agricultural environment, farmers need to make strategic decisions on their livestock equipment and feeding practices to keep their business profitable. Feed costs generally represent the greatest portion of the overall cost of livestock production, and producers can greatly benefit from technologies that can lower them. Learn about innovative equipment and practices to get the best results in feeding livestock.

Master Of Ceremonies: Brad Michnik – Sr. Vice President, Trade Development

Saskatchewan Trade & Export Partnership

E-mail: bmichnik@sasktrade.sk.ca

Speaker: Claude Rouault, Director of International Sales - Highline Manufacturing

Bio: Claude Rouault has enjoyed a 30 year professional journey in the Farm Equipment Manufacturing industry. Throughout that time he has held a range of positions and responsibilities which have developed his experience and serve him well in his current role as the Director of International Sales for Highline Manufacturing, a Division of Bourgault Industries Ltd. Claude is engaged with understanding alternative market perspectives and identifying improvement opportunities based on collaboration.

Speaker: John Maltman, Ruminant Nutritionist, Highline Manufacturing

Bio: John Maltman has been in the animal industry for 45 years beginning his career with Manitoba Agriculture shortly after graduating from University of Manitoba with a MSc. In Nutrition. John spent 29 years with the Manitoba Government, first as an Agricultural Representative (12 years), then 16 years as a Regional, then Provincial Livestock Specialist working with all elements of pig and beef production systems. He spent 19 months in the Ukraine as a Farm Director working with dairy cattle, ostriches and pigs. In that role, he was responsible for modernizing management practices and bringing nutrition programs up to international standards. On his return to Canada, he worked for two years with an immunological company as their Director of Science for utilizing natural replacements for antibiotics. He then consulted privately in Manitoba for four years, eventually taking on his current role with Highline Manufacturing as their ruminant Nutritionist since 2016. John has volunteered over the years in international development assignments in Sri Lanka, China, and Ukraine, and worked on market development projects in Japan, U.K. and the United States.

9:30 – 11:00

“C” Advanced Manufacturing & Professional Services Webinar: *Saskatchewan’s Synchrotron Technology and Its Applications*

Description: The Canadian Light Source is a national research facility in Saskatchewan, one of the leading synchrotron facilities in the world. A synchrotron is a source of brilliant light that scientists can use to gather information about the structural and chemical properties of materials at the molecular level. The seminar will provide you an overview about Saskatchewan’ cutting edge synchrotron technology and its applications for commercial accesses.

Master Of Ceremonies: Yi Zeng – Senior Director, Asia

Saskatchewan Trade & Export Partnership

E-mail: Yzeng@sasktrade.sk.ca

Speaker: Jeff Warner, Industrial Science Manager, Canadian Light Source

Dr. Jeff Warner manages the Industrial Science group at the Canadian Light Source (CLS) and is an Adjunct Professor in the Department of Geological Sciences at the University of Saskatchewan. Dr. Warner has a B.Sc. and M.Sc. in Chemistry from Carleton University in Ottawa, Canada and obtained his Ph.D. from the University of California, Davis. His interest and



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experience in synchrotron science was cultivated from post-doctoral work at the Lawrence Berkeley National Laboratory in Berkeley, California and working in the Department of Geological and Environmental Sciences at Stanford University. His area of expertise involves using x-ray spectroscopy to understand the chemical and biological processes occurring at environmental interfaces and how these processes affect contaminant speciation and toxicity.

11:00 – 12:30

“C” Energy & Mining Webinar: *Innovations in Wastewater and Tailings Management*

Description: Did you know that bright light from a synchrotron can help detect lead and arsenic in tailings ponds? Or identify barium and nitrogen in EOR oilfield projects? Or that electrokinetic systems can be used on site to remediate contaminants from wastewater, soil and groundwater? This webinar will highlight groundbreaking technology in Saskatchewan that is being used in tailings and wastewater.

Master Of Ceremonies: Ryan Niemela – Director, Technology Services & Resources

Saskatchewan Trade & Export Partnership

E-mail: rniemela@sasktrade.sk.ca

Speaker: Sean Frisky, President & CEO, Ground Effects Group of Companies

Sean Frisky is the President/CEO of Ground Effects Environmental Services, Inc. He has been designing and manufacturing innovative environmental technologies for the Oil and Gas industry for the past 22 years with 10 patents and 3 new products. GEE is an Environmental technology company that manufactures large scale remediation equipment, Industrial waste water treatment systems and invert drilling mud treatment systems for use in the Oil & Gas sector. Mr. Frisky currently employs 40 full-time staff developing technology out of the Ground Effects headquarters in Regina, Saskatchewan, and currently has systems operating across Canada, United States, UAE, SE Asia and Australia. Mr. Frisky currently sits on the advisory board for IRAP/National Research Council in Ottawa.

Mr. Frisky currently sits on the advisory board for the university of Regina engineering as well as the board for Canadian Environmental technologies advancement Corp.

Mr. Frisky is also one of the founding members that assisted in bringing Prince’s charity Canada from the UK. This has led to many direct interactions with HRH the Prince of Wales.

Speaker: Joel Reid, Ph.D., Industrial Senior Scientist, Canadian Light Source

Joel Reid is an Industrial Senior Scientist at the Canadian Light Source (CLS). He has been with CLS for nearly 10 years, working with a variety of techniques, including powder diffraction and X-ray absorption spectroscopy, on projects related to advanced materials, mining, oil and gas, corrosion and pharmaceuticals. He previously worked as a Senior Scientific Editor at the International Centre for Diffraction Data (ICDD) in Newtown Square, Pennsylvania. He is an author or co-author of over 30 peer reviewed papers and holds B.Sc.E. and Ph.D. degrees in engineering physics from Queen’s University in Kingston, Ontario.

12:30 – 14:00

“C” Information Technology Solutions Webinar: *The Future of Sports: How Technology is Changing the Game*

Description: Learn how mobile technology and cloud computing is changing the delivery of sporting from grassroots sporting associations to professional league organizations.

Master Of Ceremonies: Megan Ruf – Specialist, Technology Services & Resources

Saskatchewan Trade & Export Partnership

E-mail: mruf@sasktrade.sk.ca

Speaker: Michelle Corry, Marketing Manager, SkillShark Athlete Evaluations

Toronto born, Alberta raised and for the past 5 years residing in Saskatoon, Saskatchewan.

Michelle is an avid athlete, dedicated professional, marketer and creative visionary. Michelle Corry is widely recognized as an individual of integrity, full of passion for bringing the best product, solution, service or experience into any creation.

Having been immersed a variety of cultures and atmospheres has contributed greatly in Michelle’s ability to connect with people. Passionate about everything from travel, music, food, science, technology and sports makes it fairly easy for her to find a common ground with just about anyone. Michelle’s background in sports came at an early age, from what she considers to be a positive and encouraging upbringing. Her parents instilled a healthy competitive drive which resulted in her and her siblings all playing at a professional level. Michelle lived and breathed sports most of her life, being awarded



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athlete of the year back in early 2000, including various scouting invitations from Team Canada. Michelle had the opportunity to attend Southern Alberta Institute of Technology after graduation, which enabled her to develop an extensive background in New Media. The program taught her everything from digital animation and design, to programming, business and web-based languages. Her education, along with her passion for sports, including a 10-year background in sales and marketing eventually let her to SkillShark. When Michelle came across SkillShark, she immediately wanted in. For the first time she was able to align her experience in tech with her love for people and sports. When she experienced SkillShark, her perception completely changed in terms of what she thought was possible in sports evaluation today. Michelle continues to drive the marketing strategy and digital deployment for SkillShark Athlete Evaluations, helping grow the company an average of 300% on a per month basis.

Speaker: Corey Edington, CEO, Athlete Era

Corey is the CEO and Co-founder of Athlete Era Technologies. Corey completed his Master of Science degree at the University of Saskatchewan in the field of kinesiology and exercise science. Before starting Athlete Era, he worked for 4 years in the health and fitness industry as a strength and conditioning coach. It was during this time he recognized the need for a digital platform that allowed sports organizations to train and support volunteer coaches more effectively.

14:00 – 15:30

“C” Food & Agriculture Webinar: 2021 Food Industry Trends: Global Overview with a Saskatchewan Flavor!

Description: Understanding new trends in food and the retail industry is an important tool across the value chain to help food companies develop a better understanding of their customers and consumers. In this webinar, you will hear about how COVID-19 changed consumers shopping behaviors, it will cover the emerging food trends coming out of 2020 and take a closer look at which trends will continue on into 2021.

Master Of Ceremonies: Jay Albers – Trade Specialist, Agri Value

Saskatchewan Trade & Export Partnership

E-mail: jalbers@sasktrade.sk.ca

Speaker: Roy Hawat, Director-Agri-Value, STEP

Roy Hawat began his academic career at the Lebanese American University in Lebanon, in which he received a Bachelor of Science in Computer Science, in 2005. Following the completion of his Bachelor of Science, he began his master's in business administration that he completed in 2008. Upon graduation from his MBA, Roy accepted a Financial Analyst position with Alghanim Industries, a large, multi-national company whose operations extend beyond the Middle East, based out of Kuwait. In February 2011, Roy began a career in Canada, in the agriculture industry, working for Walker Seeds as a Junior Merchandiser. As his skills and knowledge for the agriculture industry grew, Roy was promoted to Senior Business Development Analyst. By October 2014, Roy was promoted to the Director of Corporate Strategy and Development of Legumex Walker, Inc. In his last role prior to taking over the position of Director, Agri Value at STEP in May 2019, Roy was an edible beans Trader at Scoular Canada Ltd.

Speaker: Peter Chapman, SKUfood

Peter Chapman, Retail marketer, author, speaker & consultant. Peter Chapman understands the Canadian food industry, more importantly; he understands where it is going. Our industry is changing fast and Peter is committed to helping producers and processors understand their customers and consumers. Peter's experience includes both sides of the desk. Prior to working with suppliers and launching SKUfood, Peter worked for 19 years with Canada's largest food retailer, Loblaw. Peter is the author of A la cart and has provided food industry insights to Canadian Grocer, The Globe & Mail, Maclean's magazine and Canada AM. SKUFood develops strategies with suppliers in the food industry to set them apart, grow sales and deliver a bottom line. We have specialized and unique food industry experience, including but not limited to business & strategic planning, the retail environment, sales & marketing, online training, new product launches and getting items listed. Peter has also delivered conference keynotes and workshops for the private sector, agri-food businesses, industry associations and government agencies. Peter is national President of the Canadian Association of Professional Speakers in 2021. Audiences and clients benefit from practical and entertaining insights into the food industry and how to ultimately get more products in the shopping cart.



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15:30 – 17:00

“C” Agricultural Technology & Equipment Webinar: *How Innovations in Livestock Equipment and Feed Can Impact the Cost of Production*

Description: In an always changing agricultural environment, farmers need to make strategic decisions on their livestock equipment and feeding practices to keep their business profitable. Feed costs generally represent the greatest portion of the overall cost of livestock production, and producers can greatly benefit from technologies that can lower them. Learn about innovative equipment and practices to get the best results in feeding livestock.

Master Of Ceremonies: Brad Michnik – Sr. Vice President, Trade Development

Saskatchewan Trade & Export Partnership

E-mail: bmichnik@sasktrade.sk.ca

Speaker: Claude Rouault, Director of International Sales - Highline Manufacturing

Bio: Claude Rouault has enjoyed a 30 year professional journey in the Farm Equipment Manufacturing industry. Throughout that time he has held a range of positions and responsibilities which have developed his experience and serve him well in his current role as the Director of International Sales for Highline Manufacturing, a Division of Bourgault Industries Ltd. Claude is engaged with understanding alternative market perspectives and identifying improvement opportunities based on collaboration.

Speaker: John Maltman, Ruminant Nutritionist, Highline Manufacturing

Bio: John Maltman has been in the animal industry for 45 years beginning his career with Manitoba Agriculture shortly after graduating from University of Manitoba with a MSc. In Nutrition. John spent 29 years with the Manitoba Government, first as an Agricultural Representative (12 years), then 16 years as a Regional, then Provincial Livestock Specialist working with all elements of pig and beef production systems. He spent 19 months in the Ukraine as a Farm Director working with dairy cattle, ostriches and pigs. In that role, he was responsible for modernizing management practices and bringing nutrition programs up to international standards. On his return to Canada, he worked for two years with an immunological company as their Director of Science for utilizing natural replacements for antibiotics. He then consulted privately in Manitoba for four years, eventually taking on his current role with Highline Manufacturing as their ruminant Nutritionist since 2016. John has volunteered over the years in international development assignments in Sri Lanka, China, and Ukraine, and worked on market development projects in Japan, U.K. and the United States.

19:00

End of Day 3 of the SaskTrade Virtual Showcase



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Thursday, January 28, 2021

7:00 to 19:00 (GMT-6)

7:00

SaskTrade Virtual Showcase - Start of Day 4

Visit the booths and chat with our member companies. The various exhibit halls are:

- Food & Agriculture
- Agricultural Technology & Equipment
- Energy & Mining
- Information Technology & Solutions
- Professional Services & Manufacturing

8:00 – 9:30

“C” Food & Agriculture Webinar: *Emerging Opportunities for the Use of Pulses as Ingredients*

Description: The consumer around the world has been increasingly looking for safe and high-quality foods and one of the major breakthrough to achieve this has been the innovations in ingredients, There has been a tremendous development undergoing in the Canadian pulse industry in pulse ingredient and product developments to successfully utilize various pulses. This webinar would discuss some of the new ingredient and product developments using pulses. The main uses for Canadian pulses after noodles are baked goods, snacks, sprouts, and sauces.

Master Of Ceremonies: Mertoza Tarafder – Director, Agriculture

Saskatchewan Trade & Export Partnership

E-mail: mtarafder@sasktrade.sk.ca

Speaker: Janelle Courcelles, Senior Manager, Food Innovation & Marketing, Pulse Canada

Janelle Courcelles is Pulse Canada’s Senior Manager of Food Innovation and Marketing. Her role involves supporting growth in the pulse ingredient processing sector through global engagement with pulse flour millers and fractionators. In addition to providing marketing and technical support to processors, she is also responsible for identifying technical challenges in pulse processing and facilitating research partnerships. Janelle received her MSc from the University of Manitoba in the department of Food and Human Nutritional Sciences focusing on the effects of genotype and environment on the milling and end-use quality of Canadian wheat. Prior to joining Pulse Canada, she worked in both sales and technical support of analytical equipment related to food processing.

9:30 – 11:00

“C” Energy & Mining Webinar: *Mining and the Environment – A Crucial Relationship*

Master Of Ceremonies: Ryan Niemela – Director, Technology Services & Resources

Saskatchewan Trade & Export Partnership

E-mail: rniemela@sasktrade.sk.ca

Description: Mining projects have a significant impact on the environment, both during and after the project. Mining operators understand this and are always looking for new ways to ensure their projects are not leaving lasting negative effects on the environment. Attendees will learn how microbiology, geomatics, semi-passive water treatment and other methods can be utilized before, during and after mining projects.

Speaker: Monique Simair, CEO and Founder, Maven Water & Environment

Dr. Monique Simair is CEO and Founder of Maven Water & Environment. She has a doctorate in microbiology, a post-doctoral specialization in biogeochemistry, and decade of experience in founding and growing businesses. For the last 10 years she has been revolutionizing water treatment for the mining industry around the world, resulting in her former company being acquired in a multimillion-dollar acquisition. Through her work, she is challenging the way that businesses are structured and developing new approaches to systems innovation. She has been named by Profit Magazine as one of Canada’s future entrepreneurial leaders, to Chatelaine’s W100 women entrepreneurs, and was the youngest person ever appointed as an advisor to the science, technology, and innovation council of Canada. In 2020 she has been named to Saskatchewan’s ‘Future 40’ and as a University Saskatchewan College of Arts and Sciences ‘Alumni of Influence’. Monique is a leader in water reclamation, removing chemicals and decreasing carbon footprints for dozens of mines at home and internationally and also cleaned contaminated abandoned sites. Her leadership has caused her company to be called the Tesla of water treatment. She has taken old tech and modernized the approaches with the goal of preserving the world’s water systems.

Speaker: Jim Finnigan, President, Western Heritage



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James (Jim) Finnigan is the President of Western Heritage. Under his leadership, Western Heritage has grown to a multidiscipline service company that exports services and technology across Canada and internationally. Our founding service area was archaeology, current services include Cultural Heritage (including archaeology, consultation and engagement) GIS and remote sensing, UAV inspection and monitoring services. Western Heritage has always been a science-based organization and were early leaders in introducing geophysics in archaeology and developing software for archaeologists. Years later we were part of an international research project on modeling climate change impacts to vegetation communities and delivering it as a web-based platform: the origins of the EFMP. The EFMP tracks a set of impacts (climate or anthropogenic) to terrestrial and aquatic communities. The EFMP is into its third development cycle with a focus on using AI to derive additional insights from the EFMP platform.

11:00 – 12:30

“C” Advanced Manufacturing & Professional Services Webinar: Taking Your Business to the Next Level: Saskatchewan’s Advanced Business & Technical Training Solutions

Description: From growing a business to building technical expertise, today’s leading businesses need partners that can help them develop their people and businesses. This webinar will feature insight into Saskatchewan’s business and technical training capacity and highlight the opportunity that presents to companies around the world. Additionally, participants will hear from one Saskatchewan company that is on the forefront of delivering innovative business training and capacity building.

Master Of Ceremonies: Jeff Thackeray – Sr. Director, Market Intelligence

Saskatchewan Trade & Export Partnership

E-mail: jthackeray@sasktrade.sk.ca

Speaker: Jeff Thackeray, Senior Director, Market Intelligence, STEP

Born and raised in Regina, Saskatchewan, Canada, Jeff Thackeray’s background is focused around trade and economic development. Jeff completed a Bachelor of Administration, specializing in marketing from the University of Regina before working as a Business Development Officer with the Prince Albert Regional Economic Development Authority. Jeff has worked with Saskatchewan Trade and Export Partnership (STEP) since 2006 in a variety of roles and currently serves as the Senior Director, Market Intelligence at STEP. Jeff also holds a Certified International Trade Professional (CITP) designation.

Speaker: Mathew Cey, CEO, Morris Interactive

Mathew Cey has 19 years of experience in business development, entrepreneurship and leading teams. He co-founded Morris Interactive in 2003 and leads the growth of the consulting firm today. Operating on the core value that investments in people and relationships are what drive growth and success, the firm provides leadership development, strategic planning, business development, human resources, governance, facilitation, training, consulting and advisory services. As the CEO of Morris Interactive, Mathew leads the development of a team that serves multiple industries including Agriculture, Indigenous, Mining, Oil and Gas, Industrial, Financial Services, Government, Healthcare, and non-profit organizations. His team has worked with over 130 First Nations and Métis organizations, building relationships and connecting communities with industry and opportunities. He is actively involved in community organizations like the NSBA and the Saskatoon Chamber of Commerce, and he volunteers his time as a head coach in female hockey and softball. Involved in athletics throughout his life, Mathew incorporates values of fairness, teambuilding, inclusion, perseverance and respect into everything he does. He holds a Bachelor of Commerce degree in Marketing from the University of Saskatchewan. Mathew is new to the STEP board and will be serving on the Human Resources and Compensation committee.

12:30 – 14:00

Agricultural Technology & Equipment Webinar: Innovations in Soil Management Using SWAT Map’ing Technology

Description: Tracking and managing soil health is an important job for producers looking to get the most out of their crops. This webinar will go over what soil health is and demonstrate advancements in both tracking and managing soil health and what new technology is out there to help producers get increased quality and yield from their crops.

Master Of Ceremonies: Jay Albers – Trade Specialist, Agri Value

Saskatchewan Trade & Export Partnership

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Speaker: Derek Rude, A.Sc.T., VP Research and Development - Croptimistic Technology Inc.



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Derek leads the Research and Development team at Croptimistic. He has over 20-years' experience in Agriculture equipment and technology product development while leading small to large diverse technical teams. The Croptimistic R&D team mission is the continual development, improvement, and support of SWAT processes and tools for our Partners.

Speaker: Darren Sander, Crop Aid Nutrition

Darren Sander is the Dip of Ag, Head of Research and Development at Crop Aid Nutrition Ltd, and is a 3rd generation farmer. Darren heads the Research and Development and is the owner of Crop Aid Nutrition Ltd and has nearly 20-years' experience in the soil health industry from market and product development to research and trial work on both sides of the globe. Crop Aid Nutrition Ltd develops and manufactures Seed Dressing, Foliar Fertilizers and bio-stimulants.

Darren is also a 3rd generation farmer in the Rosetown, Saskatchewan area giving him a unique perspective on soil health both as a producer and product supplier point of view.

14:00 – 15:30

“C” Information Technology Solutions Webinar: *Streamlining Business Processes Using Technology*

Master Of Ceremonies: Megan Ruf – Specialist, Technology Services & Resources

Saskatchewan Trade & Export Partnership

E-mail: mruf@sasktrade.sk.ca

Description: Over the past year, 7shifts has introduced exciting new tools that help restaurants save time by having their restaurant data all in one place, alleviate headaches around scheduling and budgeting and ensuring employees are healthy safe. Join 7shifts Product Marketing Lead, Emily Brazill, to learn how 7shifts can help you save labor costs and streamline your business processes.

Speaker: Emily Brazill, Product Marketing Lead, 7shifts Employee Scheduling Software Inc.

Emily Brazill is the Product Marketing Lead at 7shifts. When she's not managing product adoption and engagement strategies, she's probably out running, teaching yoga or cooking with her family.

Description: ServiceBox is helps service businesses organize and manage their end-to-end workflow. This presentation will show how an integrated system that focuses on business efficiency can improve the bottom line and help companies grow.

Speaker: Jon Clifford, CEO, Jobbox Software

Jon Clifford is the CEO and Co Founder of ServiceBox. Jon has focused on Sales, Marketing, Product Design and Strategic Growth. He has a passion for technology and developing innovative solutions to solve business problems. Jon loves sports and has played rugby for 25 years and now in his free time he spends time rock climbing and running. Also Jon is Married and has a daughter that is 2 years old, so lots of time spent having adventures with them.

19:00

End of the SaskTrade Virtual Showcase
