



### **Introduction**

As a joyful person who is inspirational in my speaking and published work, I am honored to be recognized internationally for my communication skills and global vision on equality and in agriculture and food leadership. Based in Canada, I engage in client specific projects across a wide range of stakeholder needs. I particularly enjoy the servitude of empowering young entrepreneurs through mentorship worldwide.

### **My Personal Leadership Statement**

"I inspire and nurture the growth of individuals through mentorship with compassion, integrity and authenticity. I believe in and promote equality - the standing up for the excellence of each other, and in dignity - the acceptance of all individuals and their gifts - and am accountable to these values. I promote literacy, gender equality and health as foundations for the future of food and as a global leader empower people through an ecological regenerative approach to grow food, protect environments, strengthen trade and secure financial independence for themselves, their families and their communities while respecting the natural and cultural space in which they live".

### **Recent Awards & Recognition**

The Award of Distinction for Communication, (Alberta Farm Animal Care (2019)

The Frank Jacobs Award: Press Column, Canadian Farm Writers Federation (Silver 2018)

Livestock Publications Council, Top Stock Magazine, First Place (2018)

Recipient of the Lord Nuffield Agricultural Scholarship for Canada *NSch* (2012)

Named: One of Alberta's 50 Most Influential People (2006)

### **Education**

Master of Arts in Global Leadership, Royal Roads University (2019).

FAO of the United Nations Rural Community Development & Communication (2018).

Qualified Mediator, ADR Institute of Canada, Grande Prairie Regional College (1999)

Grade 12, Memorial Composite High School (Valedictorian) (1977)

### **Recent Professional Development**

Member: Canadian International Council

Canadian Red Cross: Connecting Humanity: Best Practises in Humanitarian Communications Conference (2018).

Orientation for Directors of Crown Corporations, Canada School of Public Service, Ottawa (April 2016).

Governing with Intention <sup>TM</sup>, Watson <sup>TM</sup>, Vancouver (Sept 2015).

Enterprise Risk Oversight, Institute of Corporate Directors, Edmonton (2015)

Permaculture Design Certification (Cuba, 2014)

### **Projects**

I advise and inspire individuals, groups and companies toward growing their specific talent, teams, businesses and their communities through full stakeholder engagement in a safe and contemporary environment. Clients range from independent persons to communities in multi-generational conflict and across the full spectrum of global agriculture and food.

It has been my privilege to interact with food systems and their leaders in on site study in Cuba, India, Australia, New Zealand, Fiji, Holland, England, Mexico, Argentina, Peru, Qatar, Austria, Mexico, Czech Republic, Germany, USA, Dominican Republic, Canada and off site in Ukraine, Turkey, South Sudan, South Africa, Scotland, Ireland, Philippines, France and USA.

*The Development of Mentorship Programs for Women in Agriculture – A Global Perspective* and the interim investor report entitled: *The Top Ten You Need to Know about Agriculture in our World Today* were published through my Nuffield studies. My MA capstone project: *Three Times a Day: Critical Questions toward a New Dialogue in Food Leadership, A Global Perspective* was published in 2019. Other work has been featured for World Food Day and the World Economic Summit, SIA Paris, Future Farmers of America, USDA Conservation, in Global Women's Magazine and in my regular award winning columns in multiple publications. As a keynote speaker I convey a broad range of stories and messages in leadership, humanities and business.

### Work History Snapshot

Dairy farm manager Tri S Farms Ltd 1977 – 1980  
Beef cattle feedyard manager, Tri S Farms Ltd. 1980 – 1991  
Independent (self-employed) business and farm owner 39 years  
32 years board and leadership  
28 years industry consultant and independent published author  
Market analyst (BEEFLINK) for 23 years  
14 years as mentor to entrepreneurs

### Leadership & Commitment

- 2019 –
- Global Food Lead
- Leadership dialogue, mentorship and project engagement with individuals and teams*
- 2017 –
- Board of Directors, Ag Health & Safety Alliance
- 2016 – 2017
- Vice Chair, Nuffield Canada
- 2013 – 2017
- Board of Directors Farm Credit Canada: Governance Committee, Risk Committee, Human Resources Committee & Chair CEO Search Committee
- 2014
- Permaculture Design Certification
- 2012 – 2015
- Board of Directors Canadian Agri-Food Policy Institute: Audit Committee, Marketing & Communications Committee
- 2011 - 2012
- Nuffield Agricultural Scholarship for Canada
  - Cattlemen Young Leaders: Mentor and judge
  - Dean's Stakeholders Advisory Council: University of Calgary Faculty of Veterinary Medicine
  - Agricultural Management Advisory Board:: Olds College
- 2010 – 2011
- Dean's Stakeholders Advisory Council University of Calgary Faculty of Veterinary Medicine
  - Federal Beef Value Chain Roundtable
  - Agricultural Management Advisory Board, Olds College

## **B** Brenda Lee Schoepp *NSch. MA Global Leadership.*

2008 – 2010

- Dean's Stakeholders Advisory Council, University of Calgary Faculty of Veterinary Medicine
- Community Mentor: University of Calgary Faculty of Veterinary Medicine
- Director International Livestock Congress, Calgary
- Alberta Animal Health Strategy subcommittee on Research & Education

2006 – 2008

- Invited and published, Federal Standing Committee on Agriculture, April 2007
- Nominated, Farm Credit Canada Rosemary Davis Leadership Award
- Named One of "Alberta's 50 Most Influential People" 2006 by Alberta Venture Magazine
- Canadian Industry Chair, 2007 Cross Border Livestock Health Conference
- Director, International Livestock Congress, Calgary, Canada
- Board Member Advancing Canadian Agriculture & Agribusiness Fund
- Director, University of Calgary, Alberta School of Veterinary Medicine Advisory Committee, Advanced Education & Technology
- Committee Member, Alberta Veterinary Medicine Steering Committee on Animal Health and Research
- Director, Alberta Agriculture & Food Council

2004 – 2006

- Director, Beef Cattle Research Council, Canadian Cattlemen's Association
- Chair, Canadian Adaptation & Rural Development Fund
- Vice Chair, Advancing Canadian Agriculture & Agribusiness Fund
- Chair, Research & Technical, Alberta Beef Producers
- Director, Alberta Veterinary Medical Association Food Animal Committee
- Director, Alberta Beef Producers & ABP representative to the Alberta Livestock Industry Development Fund
- Director, Alberta Agriculture & Food Council

2003 – 2005

- Chair, Marketing and Communications, Agriculture & Food Council
- Director, Alberta Environmentally Sustainable Agriculture Council
- Chair, Alberta Environmental Farm Plan Central Alberta Peer Review Committee  
A voluntary program for farms to have EFP accreditation
- Delegate, Alberta Beef Producers, Technical & Research Committee
- Co-author, ABP Research Policy Paper
- Co-author, The Discussion Paper on Testing for BSE
- Peer Review, The Mandatory Price Reporting Study
- Peer Review, The Discovery of New Risk Management Tools for Cattle Feeding in Alberta

2000 – 2004

- Director, Alberta Value Chain Initiative, Beef Livestock Advisory
- Director, Alberta Agriculture & Food Council
- Joint Co-Coordinator, six North American feedlot & agricultural tours
- Delegate, Alberta Beef Producers, Cattle Feeder Council

1979 – 2000

- Various leadership roles and development of the Inaugural First Nations Agricultural Conference.

### Community

Master of Ceremonies and volunteer for charity events

Member of Amnesty International

Volunteer: Sooke Grace Gardens, Community Gardens

Engage with homeless community (food, visiting, transportation etc.)

Adoption farm for abused and abandoned horses "Beth's Voice" (2006 – 2017)

Toastmasters (past member)

Volunteer for Victim Services & Community Life-Line (1998 – 2015)

Beef cattle & public speaking judge for 28 years

Creator of *Community Unity* Initiative (adopted and ongoing)

Creator of the *Mighty Girls Club* at the community level encouraging home schooled girls to seek higher education.

Charities: Edmonton Youth Emergency Shelter, Stollery Children's Hospital, Operation Christmas Child, Alberta Women's Shelters, Amnesty International, The Salvation Army, One Woman, Me to We.

Anonymous financial support of seniors and direct cash support of families in developing countries.

Advocate for gender equality, literacy, youth and rural communities.

### Contact:

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