

# 2020 Speakers



ONTARIO PORK



## TREVOR SEARS

In October of 2019, Trevor Sears was appointed the President & CEO of Canada Pork. In this role, he is tasked with leading the dynamic Canada Pork team to achieve its mission of improving the access, awareness and growth of the Canadian pork industry.

Prior to Canada Pork, Trevor worked for over 25 years with Maple Leaf Foods, where he developed extensive experience in strategic management and global business development. In addition to trading and sales, Trevor also managed the Lethbridge Pork business's strategy and oversaw two plant expansions and chilled pork development into three Asian markets.

Prior to his appointment as President, Trevor served for four and a half years on the Canada Pork Board of Directors and he currently sits on the Board of Directors of the International Meat Secretariat.



## ALISON GEORGE

Alison is Senior Vice President, Agribusiness and International Trade Team at Argyle Public Relationships. For 40 years, Argyle has been chosen by the world's biggest brands, put big ideas onto the public agenda, and grown to become one of Canada's largest and most acclaimed

communications and public engagement firms.

As Argyle's Agribusiness and International Trade practice lead, Alison has worked on multiple award-winning initiatives for clients that include Ontario Pork, the American Peanut Council, Lobster Council of Canada, National Watermelon Promotion Board, U.S. Department of Agriculture and California Raisins. She has counseled leading brands and industry associations when managing issues and developing corporate reputation strategies and has organized and led trade missions, trade shows and farm tours in numerous agribusiness sectors. She also has led multiple programs to reach consumer audiences on behalf of branded food clients including Saputo, Weston, Maple Leaf, Nestlé and more.

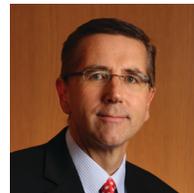
Alison holds a bachelor's degree in Radio and Television Arts and a Master in Business Administration from McGill University. She sits on the Advisory Committee for Humber College's BA in Public Relations degree and is a Fellow of the Royal Canadian Geographical Society.



## GLYNN TONSOR

Glynn joined the Kansas State Agricultural Economics faculty as an Assistant Professor in March 2010. His current efforts are primarily devoted to a range of integrated research and extension activities focusing on the cattle/beef and swine/pork industries. His broader interests cover

aspects throughout the meat supply chain ranging from production level supply issues to end-user consumer demand issues.



## JOHN MILLOY

From 2003 to 2014, John Milloy served as MPP for the riding of Kitchener Centre, holding several senior Cabinet posts including Minister of Training, Colleges and Universities, Minister of Community and Social Services and Government House Leader. He had previously worked on Parliament

Hill, including five years in the office of Prime Minister Jean Chrétien.

Upon retirement from politics, John entered academia, and holds positions at Martin Luther University College, Wilfrid Laurier's Political Science Department and the University of Waterloo's Master of Public Service Program.

John holds an Honours B.A. from Carleton University, an M.A. from the London School of Economics and a Doctorate in Modern History from the University of Oxford where he was a Commonwealth Scholar.



## MIKE VON MASSOW

Mike von Massow is an Associate Professor in the Department of Food, Agricultural, and Resource Economics at the University of Guelph. He is also the OAC Chair in Food Systems Leadership. Mike's research relates to how consumers make food decisions, how that is changing, and how that

changes the value chains getting the food to them. His recent work has focused on antibiotic use and animal welfare.



## BRENT AND SARAH'S COMEDY MAGIC SHOW

Brent and Sarah's Comedy Magic Show is a non-stop laugh riot from beginning to end. It's what you get when you pair two magicians with remarkable skill and talent who don't take themselves too seriously. With impressive magic,

hilarious comedy and live music this one-of-a-kind team delivers a one-of-a-kind show!

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