Rising Together
MEDA CONVENTION 2021
NOVEMBER 5–6

medaconvention.org
Dear friends

We are so excited that you will be joining us for MEDA Convention 2021: Rising Together! Though we originally hoped that the event would be held live in Atlanta, due to safety and security concerns arising from the COVID-19 pandemic, we elected to hold it virtually again this year.

This is a pivotal time globally and for MEDA.

We have some great speakers and plenary presenters who will challenge us all to create conditions and systems that use creative business solutions to address poverty.

MEDA Convention brings together a community of individuals passionate about the intersection of business, faith, and philanthropy. Welcome, and I look forward to connecting with you on November 5 and 6.

Dorothy Nyambi
CEO & President

In the complex and unstable environment of the pandemic, we’ve all faced difficult situations that forced us to adapt and become resilient. But for communities already struggling against the odds, COVID-19 has upended local economies, plunging 130 million people into extreme poverty.

It’s time to not only think about building back stronger but more sustainably, together.

Connecting people to share resources, knowledge and access to opportunities is what MEDA is all about; partnering together with governments, institutions, and private supporters to ensure equal opportunities exist for entrepreneurs in the global south. Partner with us as we work towards a future where entrepreneurs everywhere are equipped and empowered to thrive in business.
The recommended browser for this event is **Chrome**. Firefox is the alternative. Ensure you have the most current version installed on your device.

- Make sure you have the current version of Zoom installed on your device. Download it here: [https://www.zoom.us/support/download](https://www.zoom.us/support/download)

- Using the **Chrome** browser, go to
  - Enter the same email address you used to register for MEDA Convention to log in and set your password.
  - Make sure you login and test your connection **before** our opening session on Friday, Nov. 5 at 3pm EDT. Join the Pre-Con Assistance with Technology session on Thursday, Nov. 4 between 4 and 6pm EDT.

- You'll want to edit your personal profile to add your photo and contact information in order to be able to network with other attendees. You’ll be able to send messages and set up meetings on attendee profiles. Be sure to check your junk email folder in case Convention emails are sent there.

- You may login with up to 3 devices at a time.

- We recommend that you login on a desktop or laptop computer and also on your phone or tablet. View the sessions from your computer and use your phone or tablet to follow the schedule, network with other attendees and look up information about the sessions.

- **If you are a MEDA member, you will receive instructions to vote in the AGM separately by email.**

- Access to Convention recordings will be available for one year following Convention on the Virtual Convention website.

- If you’re having trouble connecting, please call 1-833-206-0508 or email [convention@meda.org](mailto:convention@meda.org). Friendly MEDA staff will be on hand to help you out!
Attendees who are interested in connecting 1:1 with others at the event will need to be logged into the **Attendee Dashboard** (right-hand menu) of the Event Space, so that you can select the **Send a message** or **Schedule a Meeting** option within an Attendee profile to suggest a date and time to meet - whether it’s by video or phone.

1. To create a **Video Meeting**, simply select the checkbox available when sending your meeting invitation.

2. Once a meeting invitation has been sent, the invitee will receive a notification via email and through the Event Space. The invitation can then be accepted or declined by the recipient. Until the meeting has been accepted or declined, the sender will see a pending invitation item from the **Messages** area of the Attendee Dashboard.

3. Once the recipient has provided a response, the status will update accordingly. Meetings that have been accepted, will be made accessible to both parties from the **Messages** area or from their personal schedule under the **Agenda** area of the Attendee Dashboard.

4. To join the video meeting, each person will just need to select **Join Meeting** option that is made available from the invite in the chat message, or from your personal schedule.

When joining the meeting, attendees will be brought to a new page outside of the Event Space where the video will take place - depending on the settings of your browser, you may also be asked to update your permissions for audio and video at this time.

Once you are in the video meeting you will have access to share your video, audio, screen and even chat directly from the meeting room. This room will be available to both parties for 24 hours, so even if the meeting starts or runs late, you won’t have to worry about rescheduling!
Connecting in Zoom Breakout Rooms

**Friday, Nov. 5**
5:15 to 6:15pm
Hosted Zoom Breakout rooms will be set up for people to talk with others in **interest groups**. Drop in at any time after the session starts.

**Saturday, Nov. 6**
6:30 to 7:30pm
Hosted Zoom Breakout rooms will be set up for people to talk with others in **industry groups**. Drop in at any time after the session starts.

Click on **Join the Live Stream** on our EventMobi virtual platform to get instructions to find the group you’d like to join.
## SCHEDULE AT A GLANCE

Times may have changed since printing. Please refer to the EventMobi streaming schedule for the final schedule.

### Pre-Con – Thursday, November 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>4:00pm - 6:00pm</td>
<td>Registration/Assistance with technology/Networking</td>
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### Day 1 – Friday, November 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>2:00 – 3:00pm</td>
<td>Registration/Networking</td>
</tr>
<tr>
<td>3:00pm – 4:15pm</td>
<td><strong>Opening Plenary Session</strong> – MEDA’s Year in Review</td>
</tr>
<tr>
<td>4:15 – 4:30pm</td>
<td>Break/Networking</td>
</tr>
<tr>
<td>4:30 – 5:15pm</td>
<td>Seminars (running concurrently)</td>
</tr>
<tr>
<td>5:15pm – 6:15pm</td>
<td>Break/Networking: Break-out groups with a host / Past and Current Board Members gathering</td>
</tr>
<tr>
<td>6:15 – 7:00pm</td>
<td>Seminars (running concurrently)</td>
</tr>
<tr>
<td>7:00 – 7:30pm</td>
<td>Break/Networking</td>
</tr>
<tr>
<td>7:30 – 8:30pm</td>
<td><strong>Plenary Session – Dave Hataj</strong>&lt;br&gt;“Good Work: How Blue Collar Business Can Change Lives, Communities, and the World”</td>
</tr>
</tbody>
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Join the MEDA Network!

Visit [www.meda.org/network](http://www.meda.org/network) to find a hub near you!
### Day 2- Saturday, November 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:30 – 11:00am</td>
<td>Mennonite Economic Development Associates Annual General Meeting of Members</td>
</tr>
<tr>
<td>11:00 – 11:30am</td>
<td>Break/Networking</td>
</tr>
<tr>
<td>11:30 – 12noon</td>
<td>Mennonite Economic Development Associates of Canada Annual General Meeting of Members</td>
</tr>
<tr>
<td>12:00 – 12:15pm</td>
<td>Break/Networking</td>
</tr>
<tr>
<td>12:15 – 12:30pm</td>
<td>MEDA Canada election of officers (Board members only)</td>
</tr>
<tr>
<td>12:30 – 12:45pm</td>
<td>Break/Networking</td>
</tr>
<tr>
<td>12:45 – 1:00pm</td>
<td>MEDA election of officers (Board members only)</td>
</tr>
<tr>
<td>1:00 – 1:30pm</td>
<td>Registration/Networking</td>
</tr>
<tr>
<td>1:30 – 2:30pm</td>
<td><strong>Plenary Session – Glen Guyton</strong></td>
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<td></td>
<td>“Rise to your Feet: Be Transformed”</td>
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<tr>
<td>2:30 – 2:45pm</td>
<td>Break/Networking</td>
</tr>
<tr>
<td>2:45 – 3:45pm</td>
<td>Family Business Transition Panel Discussion</td>
</tr>
<tr>
<td>3:45 – 4:00pm</td>
<td>Break/Networking</td>
</tr>
<tr>
<td>4:00 – 5:00pm</td>
<td><strong>Plenary Session – MEDA Staff</strong></td>
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<tr>
<td></td>
<td>“Towards an Equal World”</td>
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<tr>
<td>5:00 – 5:15pm</td>
<td>Break/Networking</td>
</tr>
<tr>
<td>5:15 – 6:30pm</td>
<td><strong>Pitch Competition: Reimagining Food Systems</strong></td>
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<tr>
<td>6:30 – 7:30pm</td>
<td>Break/Networking: Break-out groups with a host</td>
</tr>
<tr>
<td>7:30 – 8:30pm</td>
<td><strong>Plenary Session – Osheta Moore</strong></td>
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<td></td>
<td>“Dear White Peacemakers”</td>
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Hear how MEDA has helped stem the tide of the worst effects of the pandemic for hardworking people around the globe so that they can fulfill their God-given potential to earn a livelihood.

Learn how your support has empowered our clients and partners to lift themselves, their families, and their communities out of poverty.

MEDA’s Executive Leadership team will highlight the major accomplishments of the past year, including stories from clients and partners from around the world.
Join us for discussions on business and faith, international economic development, and pertinent business issues. Choose the seminars that most interest you!

<table>
<thead>
<tr>
<th>Friday, Nov 5 – 4:30pm EDT</th>
<th>Friday, Nov 5 – 6:15pm EDT</th>
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<tbody>
<tr>
<td><strong>Socially Responsible Investing Today: It’s not your grandmother’s ethical investing!</strong> Chad Horning and Stella Tai, Everence</td>
<td><strong>Reporting back from MEDA’s M-Sawa, BEST Cassava, and SSBVC projects.</strong> Catherine Walker, MEDA Waterloo; Musa Lubango, MEDA Tanzania; Stephen Magige, MEDA Tanzania; Juma Ongera, MEDA Kenya</td>
</tr>
<tr>
<td><strong>Leading During Crisis: A conversation with two leaders.</strong> Laurie Nafziger, Oaklawn; Rebecca Stoltzfus, Goshen College</td>
<td><strong>Towards an Equal World Strategic Plan: 3 Guiding Principles.</strong> Helal Ahsan-Ul-Haque, Pierre Diegane Kadet, Nadia Guerch, Derek Cameron, and David Eagle</td>
</tr>
<tr>
<td><strong>Disruptive Market Forces: Exploring emerging transitions in the energy sector.</strong> Jim Leaman, EMU; Craig Martin, CMU</td>
<td><strong>Learnings from COVID.</strong> Bethany Nussbaum, MEDA (facilitator), Steve Brenneman, Aluminum Insights and Invign; Griffen O’Shaughnessy, Canopy Advisory Group; Byron Shantz, Mancave Medicine</td>
</tr>
<tr>
<td><strong>What about all the plastic? Solving the plastics problem.</strong> Helal Ahsan-Ul-Haque, Dennis Tessier, Mujtaba Ali, MEDA</td>
<td><strong>Nigeria WAY: Youth entrepreneurship and Women’s Empowerment.</strong> Frances Fortune, MEDA Waterloo; Grace Okelola, MEDA Nigeria</td>
</tr>
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</table>
Neck and Shoulder Stretches

We encourage you to take breaks from your computer screen when needed. Stand up, bend and stretch or grab a glass of water!

1. SIDE BEND
2. WING SPAN
3. NECK ROTATION
4. SHOULDER SHRUG
5. BACK AND FORWARD BEND
6. NECK ROTATION

360° 360°
What Can Blue-Collar Business Teach Us About Work and Faith?

The faith and work conversation is alive and well, but most resources focus on white-collar jobs, neglecting the majority of the workforce. When Pastor Dave Hataj realized he needed to go home and take over the family gear shop, he didn’t expect it to become a spiritually transformative season of his life. Yet as he began to think about what it meant to be a Christian in business, he discovered just how much our work matters to God and how blue-collar business can change people, communities, and even the world. Drawing on the stories of his business, Edgerton Gears, Dave will talk about how to cultivate true inner goodness, meaning, and mission at work—no matter what you do. Your workplace can and should be a place of significance.

Dave Hataj is the second-generation president and owner of Edgerton Gear, Inc., a Wisconsin-based custom gear manufacturer. As a journeyman machinist by age twenty-one, he then earned a bachelor’s degree from the University of California-Irvine. He completed his master’s degree from Regent College in Vancouver, BC. His graduate work focused on Systems Theory in a Family Business context. In 2014 he earned a Doctorate of Transformational Leadership from Bakke Graduate University, developing a curriculum called Craftsman with Character. The course introduces high school students to the trades and manufacturing as an excellent career path, while developing character and soft skills.

To purchase a copy of his book, visit: https://www.moodypublishers.com/good-work/
Saturday, Nov 6, 10:30am EDT

Annual General Meeting (AGM) for Mennonite Economic Development Associates (MEDA US)

Members in good standing as of September 16, 2021 will have received notice of meeting for the AGM of MEDA US, along with the meeting agenda and associated materials. Members of MEDA US will be eligible to vote at the AGM, and all are welcome to attend the meeting as observers.

Saturday, Nov 6, 11:30am EDT

Annual General Meeting (AGM) for Mennonite Economic Development Associates of Canada (MEDA Canada)

Members of MEDA Canada as of September 16, 2021 will have received notice of meeting for the AGM of MEDA Canada, along with the meeting agenda and associated materials and will be eligible to vote at the AGM. All are welcome to attend the AGM as observers.
God has called us to be a witness and has given us the tools and talents to do so. Will we sit still, or will we rise together to spread light and hope, illuminating the dark places of our world?

Glen Guyton began his journey with the Mennonite Community after joining Calvary Community Church in Hampton, Virginia, while serving as an officer in the United States Air Force. After an encounter with Titus Peachey, an MCC worker, and guidance from his pastor, Bishop L.W. Francisco III, Glen left the military. Twenty-five years later, he became the first BIPOC person (black, indigenous, and other person of color) to serve as the executive director of Mennonite Church USA. In addition to being a leader in the church, under the umbrella of GuyStar Enterprises, LLC, Glen works with organizations and leaders to help them reap the benefits that come with being more diverse, inclusive, and culturally competent. With skills rooted in anti-racism and cultural competency, Glen has decades of executive experience, coaching leaders and cultivating relationships with diverse volunteers and donors. As an international speaker, Glen loves connecting with youth, young adults, and organizations seeking to stay true to their mission while navigating an increasingly diverse environment. Audiences leave Glen’s sessions equipped with the tools they need to show measurable improvement in their diversity, equity, and inclusion programs. He supports leaders in accomplishing their organizational mission with less stress, reduced risk, and greater efficiency. A father of two, Glen is a native of Houston, Texas, and stays in shape by running to help offset his passion for great food. He holds a B.S. in Management from the US Air Force Academy and an M.S. in Education from Regent University, in Virginia Beach, VA. Glen has authored two books: IDEAL Me: Discovering Your Call In a Cluttered World. A cultural guidebook for youth, young adults, and those who support them, and Reawakened: How Your Congregation Can Spark Lasting Change. Activate your congregation to spark lasting change.

To purchase a copy of his book, visit: https://www.mennomedia.org/9781513808079/reawakened/
Join us for a look into family business generational transitions. Randy Sawatzky, Senior Development Officer for MEDA, will facilitate a discussion with Keith Kuhl, Southern Potato; Ernest Rempel, Vidir, and another next generation family business member.

The panel will talk about preparing the next generation for leadership, aligning business and family values and the importance of communication and taking a team approach.

**Southern Potatoes** has been in business in Manitoba for 60 years, currently farming 6,500 acres, 2,200 of which are used to grow potatoes. Old Dutch and Peak of the Market are their largest customers. Keith Kuhl takes care of the financial and legal matters for the business and still enjoys jumping on a tractor occasionally. His sons, Marlon and Jeremy, are also involved in the business. Marlon now runs all operations related to table and chipping potatoes and Jeremy manages the company’s seed potato and rotational crop farm.

**Vidir Solutions, Inc.** manufactures merchandising carousels and display fixtures that store and dispense rolled products, such as carpeting and sheet vinyl, as well as other non-rolled products such as tires, clothing, industrial parts and more. Started in 1985 by brothers Sid Dueck and Peter Dueck, Vidir’s president is now Peter’s son-in-law, Ernest Rempel.
Towards an Equal World: Vision 2030

For nearly 70 years, our work has been guided by the belief that all people deserve the opportunity to earn a livelihood and that unleashing entrepreneurship is a powerful way to alleviate poverty.

MEDA’s aims to create or sustain decent work for a half million people in emerging economies by 2030, working to address the structures that trap people in poverty using a market systems approach and drawing on our areas of technical expertise.

Join us for an exploration of the trends in international development that have influenced our new strategy and a deeper dive into the strategic shifts that will guide MEDA over the next decade.

Facilitator: Frances Fortune, Sr. Project Manager, WA/MENA

Panelists:

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Helal Ahsan-Ul-Haque</td>
<td>Sr. Regional Director, ESCA</td>
</tr>
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<td>Pierre Diegane Kadet</td>
<td>Sr. Regional Director, WA/MENA</td>
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<tr>
<td>Ruth Leaman</td>
<td>Sr. Development and Campaign Officer</td>
</tr>
<tr>
<td>Nikesh Ghimire</td>
<td>Technical Director, Financial Services</td>
</tr>
<tr>
<td>Jessica Villanueva</td>
<td>Technical Director, Impact Investment</td>
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</tbody>
</table>
Reimagining Food Systems

MEDA wants to mobilize the next generation of changemakers, social innovators, and entrepreneurs to engage in lasting global impact within agri-food markets.

Join us for the 2021 MEDA Pitch Competition as next generation start-ups pitch their agri-food innovation for a chance to win $10,000! Held in the spirit of MEDA’s mission and vision to encourage and foster social-minded innovation, you won’t want to miss this exciting event!

Why agri-food innovation?

MEDA is a leader in economic development. For over 65 years, we’ve worked to provide business solutions for entrepreneurs experiencing poverty around the globe. Our focus in agri-food market systems is what sets us apart. We have seen the growth of many agri-food solutions in the field and are eager to support new innovative ideas!

Agri-food markets are the totality of actors involved in the production, distribution, and consumption of food, the relations between them, and the regulatory apparatus governing these arrangements.
EarthPup

EarthPup is a Toronto startup addressing the food waste problem in Canada by turning nutrient-dense food otherwise destined for landfill, into healthy dog treats. They are proud to be Canada’s first certified Plastic Negative pet brand offsetting 200% of the plastic used in our supply chain.

müket

müket utilizes a methane management platform that traces, quantifies, verifies and ultimately helps companies tackle methane emissions in their cattle supply chains. Our platform provides a data-driven, and research-backed recommendations on the optimal way to reduce methane emissions for a given farm and livestock profile.

SkyAcres Agrotechnologies

SkyAcres has developed, an ultra-low-cost vertical farming system that is tested to grow certain produce 2.8 times as fast as traditional land and greenhouse farming techniques, all while using 94% less water. Their stackable, modular system delivers a nutrient-rich mist of water directly to the roots of the plants, which is further combined with light, temperature, and carbon-dioxide controls to maximize yields.

Sommalife

Sommalife was founded with a daring and defiant mission: empower rural women out of poverty and inspire their children to dream. They build the capacity of rural women to produce high value products, such as shea butter, coconut oil and cocoa butter, to connect them to global food and confectionery markets, and to offer them financial inclusion and support for their children.

YYC Growers and Distributors

YYC Growers’ purpose is to connect farmers with eaters by gathering and distributing nutrient-dense food through a system that regenerates our environment and community and supports the local economy. By supporting local farmers who are intentional in their regenerative agricultural practices, they are building resiliency in the land and our local economy to sustain a growing city for generations.
Dear White Peacemakers

Dear White Peacemakers is a breakup letter to division, a love letter to God’s beloved community, and an eviction notice to the violent powers that have sustained racism for centuries. Race is one of the hardest topics to discuss in America. Many white Christians avoid talking about it altogether. But a commitment to peacemaking requires white people to step out of their comfort and privilege and into the work of anti-racism. Dear White Peacemakers is an invitation to white Christians to come to the table and join this hard work and holy calling. Rooted in the life, ministry, and teachings of Jesus, this book is a challenging call to transform white shame, fragility, saviorism, and privilege, in order to work together to build the Beloved Community as anti-racism peacemakers. Written in the wake of George Floyd’s death, Dear White Peacemakers draws on the Sermon on the Mount, Spirituals, and personal stories from author Osheta Moore’s work as a pastor in St. Paul, MN. Enter into this story of shalom and join in the urgent work of anti-racism peacemaking.

Pastor, speaker, mother, wife, Osheta Moore is passionate about peacemaking, racial reconciliation, and community development in the urban core. Osheta (pronounced o-she-da, and no, it doesn’t mean anything, she says, “my dad just made it up”) serves two congregations in St. Paul, MN. She is the outreach and teaching pastor at Woodland Hills Church and the pastor of community life at Roots Covenant Church alongside her husband. Osheta is passionate about equipping the church to be everyday peacemakers, she is the author of Shalom Sistas, an invitation to women to practice the Hebraic concept of Shalom in their everyday lives and Dear White Peacemakers. Osheta has “flying in a hot-air balloon” at the top of her bucket list, and she is firmly convinced that everything is better after a nap.

Follow Osheta on Instagram @oshetamoore for encouragements to practice everyday peacemaking and invitations for White Peacemakers on their journey towards anti-racism.

To purchase a copy of her book, please visit: https://www.mennomedia.org/9781513807669/dear-white-peacemakers/
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2021 GIFT SOLUTIONS

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Save the Date!

NOVEMBER

3–6

MEDA Convention 2022

Lancaster Marriott at Penn Square

If you’re having trouble connecting, please call 1-833-206-0508 or email convention@meda.org. We’ll have some friendly MEDA staff people on hand to help you out!

MEDA

Creating business solutions to poverty