



Iris Meck
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Iris Meck was raised in Sapton, Manitoba on a small mixed farm, and attended the University of Manitoba where she graduated with a Bachelor of Science in Agriculture. Iris started her career at Cargill and for over 10 years, held management positions that included marketing and sales. During that time, Iris earned a Certificate in Management at the University of Manitoba, and then moved into Account Management for prominent agricultural marketing agencies in Regina and Calgary.

In 2000, Iris started her own business delivering marketing tactics for domestic and international agricultural corporations, many of whom she still works with today. Since then, Iris and her team have organized numerous forums, conferences, workshops, product launches, facility openings and social gatherings for clients in the agriculture and food industry.

Among her successes, Iris has also created and hosted several Advancing Women Conferences - a Life Skills for Leadership Program for Women in Agriculture positioned across Canada. In 2014 and 2015 through three AWC conferences, over 1,500 women representing over 300 companies and associations have joined the community to listen, learn, network and grow. Plans are to hold two AWC for women in ag in 2016 and broaden the scope of AWC to other industries.

“I believe that women should be recognised for the contribution we make to agriculture” says Meck, “AWC is bringing all women in ag together to make them more visible in the ag sector, help build their confidence, provide them with tools and skills to live their lives to their fullest potential and to be happier, wealthier and more successful women.”