

2022
**RURAL
TALKS TO
RURAL**
CONFERENCE



**OCTOBER
17-20**

**BRUSSELS
ONTARIO**

The Canadian Centre for Rural Creativity presents:

RURAL TODAY, RURAL TOMORROW

In-Person Experience with Virtual Options

www.ruralcreativity.org



CANADIAN
CENTRE FOR
RURAL CREATIVITY





Welcome!

Welcome to R2R22

“No one steps into the same river twice.” Heraclitus wrote that in and around the 6th century BCE. And it still holds true, for the river we step into is not the river we stand in. That river is somewhere down around the bend on its way to the sea. The changes going on in this world have been going on since inception, but they appear to have accelerated in the last while – or maybe we are just becoming more aware of our place in and around those changes. I don’t know. I do know that our theme of Rural Today, Rural Tomorrow for R2R22 is our way to explore with you where rural is at right now, and where rural could be going. We are in this life together and we are better for being together as we collectively work to leave the campsite better than we found it. And also, to treat others as we’d like to be treated - including our friends and neighbours, the tree, the horse and the dog, the grasses and the water, and all the other beings that make up the life that we are a part of.



On behalf of all of us at the Canadian Centre for Rural Creativity, I want to thank you for participating in the R2R project and for taking time to drop into the Four Winds Barn – this year held in the wonderful village of Brussels, Ontario. We have a lot to be thankful for.

With respect and appreciation,

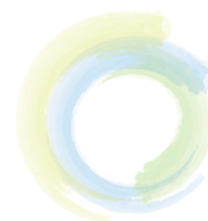
Pete Smith
Co-producer R2R22



We're happy you're here.

This will be the third R2R I've attended, with the first one in 2018 the year before I began my PhD in Rural Studies at the University of Guelph. Then and now, my eyes continue to be opened, with the richness of dialogue, collaboration, and honest endeavours to make this world a better place. This year, R2R22 touches upon three imperative areas to better plan for rural tomorrow - wellbeing, housing, and climate & community. As we step back into an in-person event with grace and compassion, we look forward to seeing most of you offscreen and are happy that those signing in virtually are a part of this year's delegation.

Casandra Bryant
Co-producer R2R22



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Conference Information

Conference location
Brussels Four Winds Barn
60 Orchard Ln, Brussels, ON N0G 1H0

We are pleased to share that the online version of the Conference Agenda contains links to more in-depth information on presenters, speakers, facilitators, artists and others involved in the conference. These links will direct you to LinkedIn profiles, biographies and web pages. The online version can be accessed on the CCRC website www.ruralcreativity.org.

Important Reminders

1. Print this agenda as your copy for the duration of the conference.
2. Bring your own lanyard.
3. Bring your own water bottle.
4. Bring an umbrella.

[VIRTUAL ACCESS INFORMATION]

Virtual delegates and presenters will receive an email with the Zoom link(s) prior to the start of the conference. Both the printed and online version of the Conference Agenda indicate which sessions offer virtual access.

CONTACT INFORMATION

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Casandra Bryant, cbryant@uoguelph.ca
Jordan McDonald, jordan@ruralcreativity.org

Conference Image

The image you've seen on print and social media is the beautiful illustrative work called *The Marriage of Heaven and Earth* by Max Ernst (German, 1891–1976).



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A Glance into R2R22



DAY 1: WELLNESS



DAY 2: HOUSING



**DAY 3: CLIMATE &
COMMUNITY**



**DAY 4: FUTURE
CONSIDERATIONS**



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DAY 1: WELLBEING

Monday, October 17th



GATEWAY

Centre of Excellence
in Rural Health

In partnership with Gateway
Centre of Excellence in Rural Health

7:00 AM REGISTRATION

Open for registration, meet & greet, coffee & snacks at the Brussels Four Winds Barn.

8:00 AM - 8:15 AM OPENING/GREETINGS

Welcome to R2R22! Greetings from Warden Glen McNeil of Huron County, Minister of Agriculture, Food & Rural Development Lisa Thompson, The Honourable Rob Black, Senator for Ontario and Mayor Bernie McLellan from the Municipality of Huron East. [VIRTUAL ACCESS]

8:15 AM - 8:45 AM SPECIAL GUEST

Guest Ron Thomas, Six Nations Advanced Care Paramedic, will open the conference and specifically the Wellbeing Day talking about Indigenous healing when it comes to PTSD and how Indigenous knowledge is impacting community wellbeing across all borders. [VIRTUAL ACCESS]

8:45 AM - 9:15 AM THE FUTURE OF RURAL

Mary Doyle, CEO of Rural on Purpose leads us in a foresight-building exercise utilizing knowledge from the Institute for the Future. Throughout the conference, delegates and guests will move from foresight to insight to action as we build a shared vision of the future and a plan for *rural tomorrow*. [VIRTUAL ACCESS]

9:15 AM - 9:45 AM KEYNOTE ADDRESS

Dr. Baretta R. Casey former Director at the Center of Excellence in Rural Health (CERH) in Hazard, Kentucky is the inspiration that saw the beginning of Gateway Centre of Excellence in Rural Health (Gateway CERH) in Huron County. [VIRTUAL ACCESS]

9:45 AM - 10:00 AM BREAK

10:00 AM - 12:00 PM LIBRO PASSPORT TO RESEARCH

Delegates in small groups will connect with rural health and wellbeing researchers/practitioners – from academia/rural health institutions – to learn about the research/practices of rural wellbeing but drop into dialogue with some of the brightest minds working in rural health to talk about their own communities.

12:00 PM - 1:30 PM LUNCH

Grab your boxed lunch and walk along the Guelph to Goderich Rail Trail. An optional off-site lunch, with a short bus ride to the G2G Rail Trail is offered. With G2G members, delegates can stroll this fine piece of rural infrastructure and enjoy a fresh air experience. Dress for weather.

1:30 PM - 2:30 PM GUEST SPEAKER

President and Founder of Gateway CERH Gwen Devereaux is in conversation with Dr. Casey about CERH in Hazard, Kentucky. This conversation shares knowledge and a roadmap for how other communities can develop their own version of a Centre for Excellence in Rural Health and the steps to get there. [VIRTUAL ACCESS]

2:30 PM - 2:45 PM BREAK

2:45 PM - 3:30 PM WORKSHOP: PERCUSSION

Drummer Tom McClelland offers an interactive experience for all delegates and presenters. Tom is a professional drummer who has played all across Canada and the US. It's time to move and get into a rhythm for wellbeing.

3:30 PM - 4:45 PM WORKSHOP: NONVIOLENT COMMUNICATION (NVC)

Leading Practitioner Kit Miller takes us through the impact that NVC can have on our own way of thinking and as importantly impact how a community can change its way of thinking, of communicating. In partnership with Huron County this introduction to NVC continues with two other sessions outside the conference later in the week. [VIRTUAL ACCESS]

4:45 PM - 6:00 PM JUNK FOOD PAIRING

Junk Food Pairing with local, family-run, Bad Apple Brewing, Hessenland Inn & Shatz Winery and Cornerfield Winery. They offer us their finest libation with a unique food pairing for this sundowner.

6:00 PM - 6:30 PM EXTENDED BREAK

6:30 PM - 8:00 PM SUPPER

Presented by the local culinary artists, Liz and Frank Ihrig at Hessenland Inn & Shatz Winery. We will enjoy food prepared from the bounty of the county.





DAY 2: HOUSING

Tuesday, October 18th



In partnership with Huron County and Rural Ontario Institute

7:00 AM - 8:30 AM BREAKFAST

Breakfast at the Royal Canadian Legion Branch #218, a one-minute walk to the Brussels Four Winds Barn. 620 Turnberry St, Brussels, ON N0G 1H0

8:30 AM - 8:45 AM WELCOME

Welcome to Day Two on affordable and attainable housing. [VIRTUAL ACCESS]

8:45 AM - 9:30 AM THE FUTURE OF RURAL

Mary Doyle, CEO of Rural on Purpose continues the foresight-building exercise based on the theme of the day, attainable/affordable housing. [VIRTUAL ACCESS]

9:30 AM - 10:00 AM KEYNOTE ADDRESS

Nancy Orr of Orr and Associates and Mayor Marcus Ryan of Zorra Township set the table for the workshop: 'Bias toward action.' Bringing their experience, perspective, and collaboration to attainable housing, this tag team brings energy, passion, and clarity to the subject and will offer guidance for the Bias Toward Action Workshop to follow. [VIRTUAL ACCESS]

10:00 AM - 11:15 AM WORKSHOP:

BIAS TOWARD ACTION

A series of interactive breakout sessions looking at the tools we have, the tools we need and the work ahead to build rural attainable and affordable housing for now and for future generations to come. Led by Mayor Marcus Ryan of Zorra Township, Connor Dorey from County of Lennox-Addington, and Nancy Orr of Nancy Orr and Associates, this series of sessions is based on 'Bias Toward Action.'

11:15 AM - 11:30 AM BREAK

11:30 AM - 12:00 PM PANEL DISCUSSION: TOOLS FOR ACTION

The Rural Ontario Institute housing data tool, "Rural Housing Information System," and the Perth/Huron United Way attainable housing recommendations in the "The Future of Housing" report are presented as tools for action. [VIRTUAL ACCESS]

12:00 PM - 1:00 PM LUNCH

A culinary experience presented by Khawla Kitchens: Authentic Syrian and Lebanese Cuisine.

1:00 PM - 2:30 PM PANEL DISCUSSION:

A SHIFT IN MINDSET

Nancy Orr moderates a panel that includes Warden Glen McNeil from Huron County, Savanna Myers from Grey County, Connor Dorey from Lennox-Addington County, Planner Caroline Baker of The Baker Group and Ryan Deska from Habitat for Humanity. What is the mindset in your community when it comes to attainable housing? This session promises to be a lively discussion on the stage with comments and questions coming in from the floor. [VIRTUAL ACCESS]

2:30 PM - 2:45 PM BREAK

2:45 PM - 3:15 PM GUEST SPEAKER

Pauline MacIntosh of the Coady Institute in Nova Scotia takes us through the work going on in Nova Scotia when it comes to attainable and affordable rural housing. [VIRTUAL ACCESS]

3:15 PM - 4:45 PM INTERACTIVE GAME

Developed by Game Designer Nolan Wadsworth in collaboration with the CCRC and the Rural Ontario Institute - HOME is a collaborative storytelling/teaching tool designed to help communities have more productive conversations about affordable/attainable housing. This is the first time HOME comes out of the box.

4:45 PM - 5:00 PM BREAK

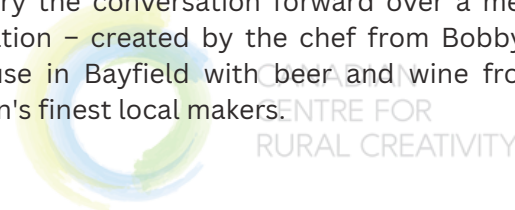
5:00 PM - 6:00 PM IN RESPONSE

Led by Mayor Marcus Ryan, Nancy Orr, Connor Dorey and Pauline MacIntosh, this session is less a wrap-up than a response to the entire experience of the Housing Day. [VIRTUAL ACCESS]

6:00 PM - 6:30 PM EXTENDED BREAK

6:30 PM - 8:00 PM SUPPER

A time to carry the conversation forward over a meal and local libation - created by the chef from Bobby's Tandoori House in Bayfield with beer and wine from some of region's finest local makers.





DAY 3: CLIMATE & COMMUNITY

Wednesday, October 19th



In partnership with Lead Partner
Libro Credit Union

7:00 AM - 8:30 AM BREAKFAST

Breakfast at the Royal Canadian Legion Branch #218
620 Turnberry St, Brussels, ON NOG 1H0

8:30 AM - 8:45 AM WELCOME

Welcome to Day Three on Climate & Community

8:45 AM - 9:30 AM THE FUTURE OF RURAL

Mary Doyle of Rural on Purpose continues the foresight-building exercise based on the theme of the day, Climate and Community. [VIRTUAL ACCESS]

9:30 AM - 9:50 AM GUEST SPEAKER

FROM RURAL TOMORROW TODAY – grade 12 student and climate activist Sammie Orr will speak to the delegation about her experience of jumping into the climate movement in grade 7 and where that journey is today. [VIRTUAL ACCESS]

9:50 AM - 10:00 AM BREAK

10:00 AM - 11:30 AM PANEL DISCUSSION: CLIMATE ADAPTATION PART 1

Deb Borsos, Recovery Specialist/Artist, moderates a powerful panel from the global community of disaster recovery. The esteemed panel includes Huron County's Dave Pullen, a Huron Forester and Conservation Officer, and Derry Wallis, Climate Change and Energy Specialist who bring the local perspective. Christian George, Director, Bushfire Recovery Victoria in Australia will join us via video link. Alessandra Jerollman from the southern US brings her recovery experiences from the hurricanes along the Gulf Coast. Deb Borsos and panel bring their insights forward on pre-event recovery planning. [VIRTUAL ACCESS]

11:30 AM - 11:40 AM BIO BREAK

11:40 AM - 12:00 PM PANEL DISCUSSION: CLIMATE ADAPTATION PART 2

A Q&A with our guests from across the planet and the delegation – both virtual and in person. We continue our panel discussion with Deb Borsos, Dave Pullen, Derry Wallis, Christian George, and Alessandra Jerollman. [VIRTUAL ACCESS]

12:00 PM - 1:30 PM LUNCH

Lunch provided by the wonderful chefs at the White Carnation.

1:00 PM - 2:00 PM KEYNOTE ADDRESS:

A TALE OF TWO COMMUNITIES

Patrick Michell, a Nlaka'pamux leader and former Chief of Kanaka Bar Indian Band near Lytton British Columbia speaks about resilience when it comes to climate adaptation. Lessons learned from the devastating fire in June 2021 and the impact that fire continues to have on his community are shared. [VIRTUAL ACCESS]

2:00 PM - 2:15 PM BREAK

2:15 PM - 3:45 PM PANEL DISCUSSION:

BUSINESS, CLIMATE & COMMUNITY

What is the future of business, climate and community? Entrepreneur/Scholar Casandra Bryant of The Changent Circle along with a panel of thought leaders including Maryam Mohiuddin Ahmed, Founding Director of Social Innovation Lab, Chef Tammy Maki, Founder and Owner of Raven Rising Global Indigenous Chocolates and Sarah Syed, Poet, Science Researcher, Top 20 Under 20 Youth in the World will explore how social enterprise/social purpose businesses are addressing environmental, and social challenges in our rural communities. [VIRTUAL ACCESS]

3:45 PM - 4:05 PM GUEST SPEAKER

Sarah Syed will continue to share her vision and knowledge in adapting existing climate tech to make it more efficient. [VIRTUAL ACCESS]

4:05 PM - 5:30 PM WALKABOUT

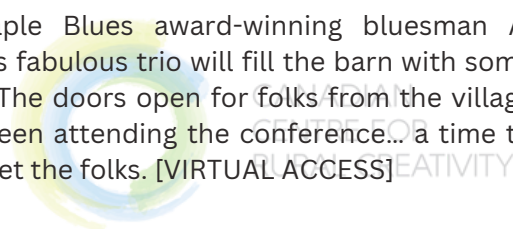
Local Paul Nichol, Community Futures Huron Director and business owner, leads us out of the barn on a walkabout of Brussels – visiting a few folks, before traveling down to the river to the mill.

5:30 PM - 7:00 PM SUPPER

Beach Patties – a Carib restaurant along the lake – will wow us with a genuine Caribbean meal.

8:00 PM - 10:00 PM EVENING ENTERTAINMENT

Juno and Maple Blues award-winning bluesman Al Lerman and his fabulous trio will fill the barn with some great sounds. The doors open for folks from the village who haven't been attending the conference... a time to mingle and meet the folks. [VIRTUAL ACCESS]





DAY 4: FUTURE CONSIDERATIONS

Thursday, October 20th



In partnership with Rural On Purpose and Homegrown Food Basket

7:30 AM - 9:00 AM BREAKFAST

Breakfast at the Royal Canadian Legion Branch #218
620 Turnberry St, Brussels, ON N0G 1H0

9:00 AM - 9:30 AM WELCOME

Meet and greet and welcome to the final day. [VIRTUAL ACCESS]

9:30 AM - 11:00 AM KEYNOTE ADDRESS THE FUTURE OF RURAL

Mary Doyle, CEO of Rural on Purpose completes the foresight-building exercise and gives a keynote address entitled, 'Think Like a Futurist.' [VIRTUAL ACCESS]

11:00 AM - 11:30 AM REFLECTIONS ON R2R22

Artist Mags Lapine of Defining Doodles discusses the artwork that she created during the conference – and make it available online to the delegates. [VIRTUAL ACCESS]

11:30 AM - 12:00 PM FINAL CALL FOR R2R MARKET

12:00 PM - 1:00 PM LUNCH AND THANK YOU!

1:15 PM END OF CONFERENCE

Thank you and safe journey home! [VIRTUAL ACCESS]

1:15 PM - 4:00 PM OPTIONAL WORKSHOP NONVIOLENT COMMUNICATION

Kit Miller leads another session on nonviolent communication and is open to delegates and other guests at the Brussels Four Winds Barn.

Topic: Increasing self-awareness and emotional resilience during difficult times

9:00 AM - 12:00 PM R2R MARKET

The CCRC and the Homegrown Food Basket are pleased to announce the first-ever R2R Market featuring local artists, businesses and a pop-up bookstore courtesy of The Village Bookshop in Bayfield. Delegates have a chance to visit the market in the morning on the final day of the conference.

OPTIONAL POST-CONFERENCE WORKSHOP FRIDAY, OCTOBER 21ST, 9:00 AM - 4:00 PM NONVIOLENT COMMUNICATION

This workshop continues with Kit Miller for those interested in nonviolent communication.

The workshop will be held at the Libro Community Hall in Clinton, ON located at 239 Bill Fleming Dr, Clinton, ON N0M 1L0. Lunch is included.

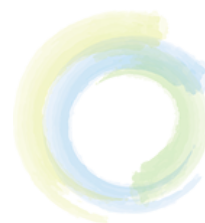
There is an added cost for this day-long workshop that includes a morning and afternoon session. Participants will explore two other topics:

AM: Applying nonviolent communication to interpersonal dynamics

PM: Applying nonviolent communication to teams

You can register for this post-conference workshop on the R2R22 conference registration page.

Contact Peter Smith peter@ruralcreativity.org for more information.



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Thank you to our Lead Partner



Why do we value our relationship with Libro?

We have worked alongside Libro Credit Union since the inception of the Canadian Centre for Rural Creativity back in 2014. They were there for the inaugural Rural Talks to Rural Conference held in a tent at the Blyth Fairgrounds in 2016. They supported RuralTalks held in restaurants and halls across SW Ontario. As well, they returned as a key producing partner for R2R18 and our virtual R2R conference in 2020.

Libro has proven itself to be a rural leader - a community-building organization that is passionate about strengthening communities and always working towards a higher purpose. We value the work Libro does and share the commitment to contributing to communities and individual livelihood. Their vision is transparent through the B-Corp Certified status and the knowledge they provide to their clients - who are called OWNERS, (the CCRC is one of those owners) and thus we value our relationship with them.

We continue to see Libro as an important collaborator in building resilient, sustainable, and inclusive communities, and being at the forefront of the work we do at the CCRC. Thank you!



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Thank you to our Sponsors



Huron County has been a good friend to the Centre for Rural Creativity and to the Rural Talks to Rural conferences from the very start. They have provided guidance, expertise, and shared resources. They've come to R2R as guest speakers, as panelists, as volunteers, and in just about every other way we've asked - they've stepped up. And it is very much appreciated. Located along the shores of Lake Huron, Huron County - Ontario's West Coast - is the most agriculturally productive county in Ontario, and a leader in numerous areas of agricultural technology and innovation. Huron County has a fast-growing wine, cider and brewery culture, and has been a rich centre for the arts in theatre, music, dance, and visual art for decades. The people are remarkable and when something needs to get done folks come from all directions to make it happen.

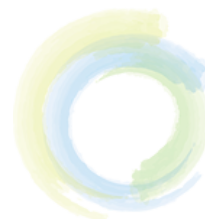


Community Futures Huron is an amazing friend to rural communities and has been a good friend in supporting each and every Rural Talks to Rural conference since its inception in 2016.

They are an organization that supports individuals wanting to get a business off the ground or a company that wants to pivot in these evolving times. CFH has been a proud partner in over 400 distinct economic development and business projects. They have invested over \$30 million in economic development programs in cooperation with dozens of agencies at the federal, provincial and regional levels.

These projects run the gamut from tourism product development to school-to-work bridging programs and even doctor recruitment. They do their part to help make Huron County the wonderful place that it is.

We are once again excited to be partnering with CFH building R2R22 - they have been with us every step of the way offering guidance, resources, and wisdom.



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Thank you to our Sponsors

Youth Scholarship Sponsors



The CCRC launched the Youth Scholarship program for students to attend the R2R22 Rural Today, Rural Tomorrow conference. We are excited to announce this is the first time we have offered the Youth Scholarship but given the response - it is here to stay.

Sponsored by the University of Guelph and the Municipality of Huron East, it opens the doors to the next generation to actively participate in dialogue as to where rural is at now, and where rural could be going.

The University of Guelph has been a friend and partner with the CCRC for a number of years. In fact, the university, specifically the School of Environmental Design and Rural Development (SEDRD), has sent students to this conference since its beginnings in 2016. SEDRD reflects the imperatives in building authentic communities where planners, leaders, communicators, landscape architects, the citizens and politicians all play important interdependent roles in community strength.

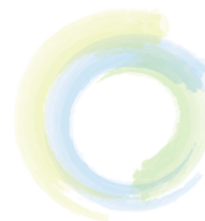
The Municipality of Huron East also understands the importance of investing in youth initiatives along with investing in our rural communities. With projects like the revitalization of the arena, the investment in the local youth social clubs, Huron East has stepped up time and time again. Since its incorporation in 2001, Huron East has been a centre of thriving business, industry and medical research.

These two different community builders, the University of Guelph and the Municipality of Huron East, are an important example of how a unique partnership can come together to participate in the regeneration of our rural communities. The CCRC thanks both organizations for their commitment to rural tomorrow with a special shoutout to Brad McRoberts, CAO of Huron East, and John Cranfield Associate Dean - External Relations, Dept. of Food, Agricultural & Resource Economics at the University of Guelph for their insights and ongoing support of R2R22.



GATEWAY
Centre of Excellence
in Rural Health

Gateway Centre of Excellence in Rural Health, like Libro Credit Union and Community Futures Huron, is also part of our rural community fabric, one that leads the charge for health and wellness in our communities. They have been an integral part of our Rural Talks to Rural history, participating in every R2R since inception - partnering with the CCRC with regard to conference structure, building panels, and offering keynotes. And at R2R22 they are back to co-partner on the first day of the conference exploring Rural Wellness.



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