



HOLLYHOCK  
LEADERSHIP INSTITUTE



# PROGRAM AGENDA SESSION DETAILS

SEPTEMBER 18 - 22, 2024

## coastcapital





# 2024 Agenda **HOLLYHOCK**

## WEDNESDAY, SEPT 18

- 5:00 - 6:00 PM:** Welcome + Land Honouring with Elders Brenda & Rose
- 6:00 PM:** Optional Campus Tour
- 6:30 - 7:30 PM:** Dinner
- 7:20 PM:** Hollyhock Welcome
- 8:00 PM:** Introductions, Intentions & Connection
- 9:00 PM:** Firepit and music

## THURSDAY, SEPT 19

- 6:00 - 7:00 AM:** Self-Guided Meditation
- 7:00 - 8:00 AM:** Tai Chi & Seashore Walk
- 8:00 - 9:00 AM:** Breakfast
- 9:15 - 10:45 AM:** Case Study: ZEGO Foods
- 11:15 - 12:15 PM:** Marketplace of Ideas
- 12:30 - 1:30 PM:** Lunch & Roundtables
- 2:30 - 4:00 PM:** Workshops
- 4:00 - 6:30 PM:** Free Time & One-on-Ones
- 4:30 - 6:00 PM:** Ultimate on the Beach
- 6:30 - 7:30 PM:** Dinner
- 8:00 - 9:30 PM:** True Confessions: TomboyX
- 10:00 PM:** Evening Social at Dana and Joel Solomon's

## FRIDAY, SEPT 20

- 6:00 - 7:00 AM:** Self-Guided Meditation
- 7:00 - 8:00 AM:** Yoga
- 8:00 - 9:00 AM:** Breakfast
- 9:00 AM:** Morning Off
- 12:30 - 1:30 PM:** Lunch & Roundtables
- 2:00 - 4:00 PM:** Case Study: Granville Island
- 4:00 - 5:45 PM:** Peer Coaching Circles
- 6:30 - 7:30 PM:** Dinner
- 8:00 - 9:30 PM:** True Confessions: Khelsilem
- 9:30 PM:** Ocean Dips & Campfire

## SATURDAY, SEPT 21

- 6:00 - 7:00 AM:** Self-Guided Meditation
- 7:00 - 8:00 AM:** Yoga
- 8:00 - 9:00 AM:** Breakfast
- 9:15 - 10:45 AM:** Case Study: RavenSong Soap & Candles
- 11:30 - 12:30 PM:** Business Problem Solving Sessions
- 12:30- 1:30 PM:** Lunch & Roundtables
- 2:30 - 4:00 PM:** Workshops
- 5:30 PM:** Oyster Appetizer BBQ
- 6:30 PM:** Dinner
- 8:00 PM:** Ignite
- 9:00 PM:** Closing Dance Party

## SUNDAY, SEPT 22

- 8:00 - 9:00 AM:** Breakfast
- 9:00 - 9:30 AM:** Closing Circle
- 10:00 AM:** Room checkout. Leave luggage at Gateway
- 10:00 AM:** SVI-Mobile Group #1 departs
- 11:00 AM:** SVI-Mobile Group #2 departs
- 12:30 - 1:30 PM:** Lunch (please notify host by 12pm on Saturday if you would like a to-go lunch).

*Please note that the schedule may vary, and participants should refer to the print program for any updates or changes.*

# TRUE CONFESSIONS



## FRAN DUNAWAY AND NAOMI GONZALEZ Founders, TomboyX

Fran Dunaway and Naomi Gonzalez cofounded TomboyX in 2013, in their one car garage. The spark of the idea came from their personal desires to find clothing that fit who they are, inside and out. In doing so, they stepped into a white space that other brands had long ignored. In 2022, Naomi spearheaded the company's efforts to achieve B corp certification, and in 2024 the company converted to a Benefit Corporation. As CEO, Fran led TomboyX to doubled YoY growth and industry recognition that has included a listing on Inc. Magazine's 5000 fastest growing companies four years running and received recognition as one of Forbes 50 Over 50.



## KHELSILEM TL'AKWASIKAN Chairperson, Skwxwú7mesh Úxwumixw (Squamish Nation)



Khelsilem is a prominent Indigenous leader and current Chairperson of the Skwxwú7mesh Úxwumixw (Squamish Nation). First elected to Council in 2017, Chairperson Khelsilem was an official Spokesperson and active in leading work on various projects and initiatives, including developing an affordable housing not-for-profit that is building 1,000 units of subsidized affordable homes and the 6,000-market apartment development at his Nation's Seńákw lands, the largest Indigenous housing development in Canadian history. Chairperson Khelsilem's lifelong work has focused on progressive social change, including climate justice, social democracy and gender equity. Chairperson Khelsilem brought this passion for change when he became leader of the Skwxwú7mesh Úxwumixw (Squamish Nation) in 2021. Chairperson Khelsilem has been a strong advocate for democratic reform, good governance, and policy change that addresses the material needs & conditions of his people.



# CASE STUDY

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## COLLEEN KAVANAGH

Founder & CEO, ZEGO FOODS

ZEGO is a food company dedicated to meeting the dietary needs of individuals with food sensitivities and advocating for transparency by testing for agricultural toxins like heavy metals and pesticides.

Colleen Kavanagh is a passionate advocate for food safety and nutritional improvement, particularly for vulnerable populations. Diagnosed with celiac disease as a teenager, she witnessed firsthand the transformative power of proper nutrition. This personal journey spurred a desire to help others, especially children, leading her down a political path. In her early career, she worked for a member of Congress and nonprofit organizations to enhance nutrition in public programs like school meals and WIC. She started the nonprofit A Better Course to continue that work in California.

Through ZEGO, Kavanagh strives to set a new industry standard, asserting that customers have the right to know about potential toxic residues in their food. She emphasizes the role of consumers in driving change within the food industry, believing that public policies tend to follow rather than set trends. Her advocacy efforts include educating consumers on how to demand purity verification from food brands.



## TOM LANCASTER

**General Manager, CMHC - Granville Island**

Granville Island is a post-industrial redevelopment waterfront site in the centre of Vancouver owned by the Government of Canada, and managed/operated by the Canada Mortgage and Housing Corporation (CMHC). Granville Island is a vibrant public place popular with locals and visitors, and since it was redeveloped in the 1970s, has become one of Vancouver's most cherished and iconic neighbourhoods. Its famous Public Market, theatres, artist studios, and restaurants co-exist beside heavy industry, community uses and open spaces that together help create a unique urban experience enjoyed by millions every year.

CMHC-Granville Island is separate from the City of Vancouver, and provides all core services (other than fire and police). It is responsible for the maintenance and replacement of all the Island's physical assets, including buildings, roads, and underground utilities. And it maintains a significant stock of building space that is rented at rates below market to arts, cultural and non-profit organizations.

To fund these activities and meet its community mandate, CMHC-Granville Island has access to two sources of revenue: rent and parking. But what if there were a third revenue stream, whereby individuals and organizations could help fund Granville Island's social mandate by way of charitable donations? If so, what might this look like? How would CMHC-Granville Island go about connecting with this community of potential donors? And in connecting with these donors, what about the Island may need to change...or stay the same?



# CASE STUDY

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## ALISSA ASSU

Owner, RavenSong Soap & Candle

### Every Scent Tells A Story

RavenSong curates collections of luxury cold-processed artisan soaps formulated with industry clean standards, high-quality and premium fragrances and the finest organic, ethical and wildcrafted essential oils. Together, with Bear Essential Oils, we offer international award-winning soap, luxury candles, herbal sea bath salts, bath bombs and more.

At RavenSong, we invite your spirit to connect with us through the power of scent. Together, we celebrate the memories of Indigenous Peoples, our ancestral stories and inspiration across our traditional homelands. At RavenSong, we celebrate the rich culture and heritage of the Haida, Nisga'a, Wet'suwet'en and We Wai Kum First Nation.



# BREAKOUTS

## Agile Strategy for the Social Venture



**MIKE ROWLANDS**  
CEO, Junxion Strategy

Today, effective strategy integrates culture and brand, embraces the change that's all around us, and is captured in a living document that empowers leaders through change, growth, and organizational development. In this session Mike Rowlands will share insights into Junxion's Turning Point™ approach, which blends Agile methodologies, Appreciative Inquiry, stakeholder engagement and systems thinking in an integrated model that's been implemented by many SVI alumni in their ventures—and a long list of visionary, social purpose organizations.

## Introduction to Somatic Abolitionism

As a person of color, an Indigenous person, or a white person, are you open to exploring and healing the effects of racism or supremacy within your own body? Are you interested in doing the challenging work of releasing racialized trauma and building an anti-racist culture? Resmaa guides you through an introduction to somatic abolitionism—an embodied anti-racist practice and process of culture building that he developed. Resmaa's emergent somatic abolitionism practice is a form of maturation into a more integrated human experience and a way of being in the world.



**RESMAA MENAKEM**  
Founder, Justice Leadership  
Solutions & the Cultural Somatics  
Institute



# BREAKOUTS



**SHARON KENNEDY  
VICKERS**  
CEO, Software for Good

## Building Software with Love

This workshop is designed to explore what it means to build software with love and why it is necessary, now more than ever. Grounded in bell hooks' definition of love as – taking actions towards one's own or another's spiritual growth, we explore how to build technology with the ethos of building towards the highest good for all of humanity.

## Aligning Impact and Storytelling: How to Use Your Theory of Change for Strategic Marketing & Communications

Join us to explore how a Theory of Change can help your organization maintain consistent and impactful narratives. Through interactive group exercises and real world examples, we'll learn practical techniques for developing clear, consistent messages that compel customers and employees to lean in and engage.



**HILARY HENEGAR**  
Storytelling & Communications,  
Entrepreneur-In-Residence  
(EIR), Purppl





## **EVA MANOLE**

**Managing Director, Emergenetics Canada**

### **Meeting of the Minds**

The "Meeting of the Minds" workshop empowers attendees to:

- Enhance their self-awareness with insights into their strengths
- Understand how their thinking preferences impact work/personal relationships and styles
- Recognize and appreciate the gifts of others from a new perspective
- Strengthen communication and collaboration while building lasting relationships
- Improve outcomes using the power of cognitive diversity



# BREAKOUTS



## KRISTY O'LEARY

Founder & Chief Strategist, Decade

### Impact Measurement: Seeing Beyond the Numbers

Welcome to a dynamic workshop designed for those eager to harness the power of business to create meaningful change. Whether you're just starting your journey or have been championing good business for years, this session is your ticket to mastering impact measurement.

#### What You'll Explore:

- **Impact Business Models:** Dive into how these models are measured and brought to life. Learn how to use measurement not just as a tool, but as a catalyst for regeneration, aligning your purpose with profit.
- **Beyond the Heart:** We know you're passionate about making the world a better place. Now, let's get the receipts! Discover how to find and quantify the real impact within your organization.
- **Practical Tips & Tricks:** Gain hands-on advice for identifying impact in your business and others. We'll guide you through the process, ensuring you leave with actionable insights.
- **Surprising Case Studies:** Be prepared to be surprised and delighted by real-world examples that showcase impact beyond savvy marketing. Once you see true impact, you can't unsee it.

Join us to transform how you view and measure impact, ensuring your business not only talks the talk but walks the walk. Let's make a real difference, one metric at a time!



# BUSINESS PROBLEM SOLVING SESSIONS

## Kula Foods

Meaning “eat” in Kiswahili, KULA is a Vancouver-based B Corp dedicated to creating a more inclusive and sustainable plant-forward future of food. They offer a range of delicious plant-based prepared foods and sauces inspired by Afro-Caribbean cuisine. Committed to social responsibility, environmental stewardship, and inclusivity, Kula strives to create delicious and nourishing food options for the next generation.



**ASHA WHEELDON**  
Founder & CEO, Kula Foods



## Kapé Philippine Coffee

Kapé is a social enterprise for award-winning, single origin coffee from Philippine Indigenous and women farmers. Our specialty coffee transforms livelihoods and celebrates our Filipino heritage. We help build sustainable communities through transparent and direct sourcing in partnership with coffee growers, bringing their unique coffees to the global coffee stage.

**IONA SANTOS-FRESNOZA**  
Founder, Kapé Philippine Coffee



# BE PART OF THE AGENDA

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SVI is all about community and peer-learning; We invite you to play an active role in shaping the agenda. Here are a few ways to engage and take the stage to make the most of our gathering:

## Marketplace of Ideas

These fast-paced **60-second** presentations allow you to introduce yourself and your projects to the gathering. This is your chance to pitch an idea or make that ask. **[SIGN UP HERE](#)**

## Peer Coaching Circles

We gather in small groups of 5 for these interactive problem-solving sessions. Each person can share a challenge and receive supportive peer reflection.

## Session Starters

Have a music, poetry, or music practice you want to share with the group? Sign up to share your talents in a 3-minute spotlight! Email us at [svi@hollyhock.ca](mailto:svi@hollyhock.ca)

## Roundtables

[Sign up here](#) to host a casual, unstructured conversation with your fellow participants. Whoever shows up for the conversation are the right people there, and people are welcome to pop in and out.

## One-on-One Advisor Sessions

These are 20-minute mini-coaching sessions with fellow participants. Sign up in-person at the Lodge deck



# MEET THE TEAM



**Orane Cheung**  
Operations Lead,  
Hollyhock Leadership  
Institute



**Laurel Dault**  
Director,  
Hollyhock Leadership  
Institute



**Vanessa Richards**  
SVI Producer & Lead  
Facilitator, Director,  
[vanessarichards.com](http://vanessarichards.com)



**Mike Rowlands**  
SVI Producer, Hollyhock  
Board Member &  
CEO, Junxion Strategy



**Suzanne Siemens**  
SVI Advisor &  
Consultant, Alliance  
Strategies



# MEET THE TEAM



**Loretta (Lo) Laurin**  
SVI Community Host &  
Co-founder, Shift Delivery



**Brianne Miller**  
SVI Engagement Lead &  
Director of Community &  
Regenerative Capital,  
Coralus



**Mark Busse**  
SVI Strategic Advisor &  
Independent Consultant,  
Facilitator, and Coach



**Joel Solomon**  
SVI Advisor, Hollyhock  
Board Member Emeritus &  
Co-Founder, Renewal Funds



**Pamela Chaloult**  
SVI Advisor, SVI Virtual Co-  
Founder & CEO, Practical  
Feet Advisors



# HOLLYHOCK

VISION PARTNER

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IMPACT PARTNERS



ALLIES IN ACTION



PROGRAM SUPPORTERS



IN-KIND CONTRIBUTORS

