

PROGRAM AGENDA SESSION DETAILS

APRIL 30 - MAY 2, 2025

GENUS
CAPITAL MANAGEMENT

renewa

Community
Futures Howe Sound

Partners

horizon
GROCERY + WELLNESS

**Skwxwú7mesh Liíwat7úl**
Cultural Centre
WHISTLER

junxion

Spring

pürppl

MOGULS
— COFFEE HOUSE —
WHISTLER • CANADA

DAY ONE
WEDNESDAY Apr 30

6:00 - 7:00 pm (Istken Hall)
Arrival & Check In

7:00 - 8:00 pm (Istken Hall)
Opening & Connection

8:00 - 9:30 pm (Istken Hall)
True Confessions:
Rosemary Stager
Lil'wat Business Group

DAY TWO
THURSDAY May 1 (Evening)

6:00 - 7:30pm (Istken Hall)
Dinner on site

7:30 - 9:00 pm (Istken Hall)
True Confessions:
Charles Steele
Ziptrek Ecotours

9:00 pm - 12:00 am (Longhouse)
Evening Celebration

DAY TWO
THURSDAY May 1 (Daytime)

8:00 - 9:00 am (Istken Hall)
Breakfast & One-on-Ones

9:00 - 9:30 am (Istken Hall)
Welcome

9:30 - 11:00 am (Istken Hall)
Case Study: Aki Kaltenbach
Save Da Sea

11:00 - 11:30 am - Break

11:30 am - 12:30 pm (Istken Hall)
Marketplace of Ideas

12:30 - 2:00 pm (Istken Hall)
Lunch, Roundtables & One-on-Ones

2:00 - 3:30 pm (Istken + Longhouse)
Workshops: Mike Rowlands - Strategy
Leonie Smith - Communication

4:00 - 5:15/5:30 pm (Istken + Longhouse)
Workshops: Finance Q&A
Shannon Emerson

DAY THREE
FRIDAY May 2

8:00 - 9:00 am (Istken Hall)
Breakfast & One-on-Ones

9:00 - 9:30 am (Istken Hall)
Welcome

9:30 - 11:00 am (Istken Hall)
Case Study: Melanie Bitner
FireSwarm

11:00 - 11:30 am - Break

11:30 am - 12:30 pm (Istken Hall)
Peer Coaching Circles

12:30 - 2:00 pm (Istken Hall)
Lunch, Roundtables & One-on-Ones

2:00 - 3:00 pm (Istken Hall)
Closing Circles

Please note that the schedule may vary.

TRUE CONFESSIONS



**SOCIAL
VENTURE
INSTITUTE**
Sea-to-Sky



WED, APR 30
8:00 - 9:30 PM
ISTKEN HALL

ROSEMARY STAGER **CEO, Lil'wat Business Group**

In August 2023, Rosemary Stager became the first woman CEO of the Líl'wat Business Group (LBG), the economic development arm of the Líl'wat Nation.

With over a decade of involvement, including 12 years on the Líl'wat Nation Council overseeing Economic Development, she brings deep expertise in business growth and strategic partnerships

A passionate advocate for economic empowerment, Rosemary is committed to creating well-paying jobs and expanding training opportunities for Líl'wat families. As the daughter of the late Stl'atl'imx Hereditary Chief Allen Stager, she carries a strong connection to Ntákmen (The Ways of Our Ancestors).

About Líl'wat Business Group (LBG)

LBG is committed to building a sustainable economy for Líl'wat Nation that respects Líl'wat7úl culture and values. LBG takes a collaborative, transparent and forward-facing approach to its endeavours, whether expanding its existing businesses or developing projects that re-establish the Nation's presence on its Territory in Whistler and Pemberton. Currently, LBG employs more than 100 people across its five limited partnerships.

All LBG projects are carefully assessed to ensure Aboriginal Title and Rights and the Líl'wat Nation's Inherent Right to Self-Government are not negatively impacted.

TRUE CONFESSIONS

**SOCIAL
VENTURE
INSTITUTE**
Sea-to-Sky



THURS, MAY 1
7:30 - 9:00 PM
ISTKEN HALL

CHARLES STEELE
Co-Founder, Ziptrek Ecotours

Charles Steele is a pioneering social venture entrepreneur and the visionary President and Co-Founder of Ziptrek Ecotours, the first zipline tour company in North America, established in 2001 in Whistler. Under Charles's leadership, Ziptrek has expanded to locations worldwide.

About Ziptrek

Ziptrek was created to facilitate learning about sustainability and is designed to illustrate related principles whenever possible. Ziptrek is a multi-award-winning business renowned for its commitment to sustainability education based on the principals of The Natural Step framework.

In recent years, Charles has been at the forefront of innovative transportation solutions based on radically reimagined ziplines. This includes the development of the Switchback® ride system by Ziptrek Technologies, which integrates cable and rail allowing ziplines to go uphill and around corners, opening up vast new possibilities for both recreation as well as low-carbon, autonomous public transportation.

As a speaker at the Social Venture Institute's "True Confessions", Charles will share candid insights and lessons learned from bringing these sustainable products and ventures to life. His story is one of innovation, resilience, and a relentless pursuit of a greener future.



**SOCIAL
VENTURE
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Sea-to-Sky

CASE STUDY



THURS, MAY 1
2 - 330PM,
ISTKEN HALL

AKI KALTENBACH *Founder & CEO, Save Da Sea*

Aki Kaltenbach is the founder of Save Da Sea, a plant-based seafood company based in Victoria, BC.

The idea for Save Da Sea came while she was running her family's Japanese restaurants. After becoming vegan in 2018, Aki searched for plant-based seafood alternatives but found few options available. Determined to fill this gap, she developed her own recipes and began serving them in the restaurants. Once she saw a growing demand for these products, she took the leap in 2019 to focus on Save Da Sea full-time.

About Save Da Sea

Today, Save Da Sea is pioneering the plant-based seafood movement in Canada. Their products, made from whole foods and free from toxins and microplastics, offer a sustainable alternative to traditional seafood. As the first Canadian company to bring fresh, refrigerated, plant-based seafood to market, they now offer three products in over 500 retailers nationwide, including Whole Foods, Save-On-Foods, and Sobeys. .

CASE STUDY RESPONDENTS



GENEVIEVE PINTO
Partner, Renewal Funds

Genevieve joined the investment team at Renewal Funds in 2017, focusing on investments in food & ag, zero waste and associated technologies. She currently serves as a board director for Renewal portfolio companies Fresh Prep, Caboo, Tru Earth, Cascadia Windows and Rebellyous. Prior to Renewal Funds, Genevieve was a Partner at McCarthy Tétrault LLP, with legal expertise in venture capital, M&A and capital markets transactions. Genevieve is active in non-profit, women's equity and ecosystem initiatives



IAN WALKER
President & Founder, Left Coast Natural

Ian Walker co-founded Left Coast Naturals, an organic food manufacturer and distributor, twenty five years ago. With a passion for sustainability, Ian and his business were early pioneers in the organic food industry. Today, Left Coast Naturals is Canada's largest Organic bulk foods distributor, was the first distributor in N.A. to have a formal Non-GMO policy and operates two in-house brands, Hippie Snacks and Left Coast Organics.



CATHERINE STOREY
GP and Co-Founder, SEMCAP

Kate is an investor in sustainable food companies and a builder/developer of neighborhoods and communities.

SEMCAP is a growth equity firm investing in companies at the forefront of seminal industry trends, creating enduring value for our investors and empowering innovators on their mission to build a better future.

The SEMCAP Food & Nutrition strategy supports innovative natural food brands and technologies run by diverse teams that promote sustainable modern health.



**SOCIAL
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CASE STUDY



FRIDAY, MAY 2
9:30 - 11:00 AM,
ISTKEN HALL

MELANIE BITNER

Co-Founder
CMO, Business Development,
FireSwarm Solutions Inc

Meet Melanie Bitner, co-founder and business development leader at FireSwarm Solutions Inc., a company pioneering the integration of advanced drone technology in wildfire management. With a background in strategic marketing, brand development and communications, Melanie leverages her expertise to drive industry adoption of FireSwarm's cutting-edge solutions.

Her passion for wildfire resilience is deeply personal—FireSwarm was founded in response to the devastating loss of her own multigenerational property to wildfire in 2023. This firsthand experience fuels her commitment to empowering responders with technology that improves situational awareness, decision-making, and safety in complex fire environments.

About FireSwarm Solutions™

FireSwarm Solutions™ transforms how the world protects itself from wildfires. FireSwarm exists to empower teams to prevent and suppress wildfires faster, with precision, and in the most challenging environments. Our automated aerial suppression platform, combines ultra-heavy-lift drone technology and advanced automation—protecting the places we call home.

CASE STUDY RESPONDENTS



Carolyn Arthur

Senior Manager, Procurement Programs, UBC

Carolyn Arthur is a seasoned leader in procurement strategy and supply chain management, known for driving transformative programs that integrate environmental, social, and ethical considerations into procurement processes. With a focus on creating meaningful impact both locally and globally, Carolyn champions equity and fosters Indigenous wealth building through thoughtful organizational purchasing decisions. Leading through influence, the work emphasizes connection and relationship-building as the foundation for dynamic engagement and collective success.



CARLA MAYS

*Co-Founder and Head of Global Research + Policy,
#SmartCohort*

Carla Mays is the Co-Founder and Head of Global Policy and Research at Vancouver, Canada based #SmartCohort NGO and founding principal at Mays Civic Innovation, LLC in San Francisco. She currently serves as a Board Member for the inaugural City of Santa Monica Land Back and Reparations Task Force and as an inaugural Environmental Leadership Initiative (ELI) Fellow with Liberty Hill Foundation, with funding support from Hewlett Foundation and Packard Foundation.



COMING SOON

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WORKSHOPS



MIKE ROWLANDS
CEO, Junxion Strategy

Agile Strategy for the Social Venture

THURS, MAY 1
2 - 330PM, ISTKEN

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.

Funding Your Venture Q & A

THURS, MAY 1
4 - 5:15PM, ISTKEN

A casual conversation about options for entrepreneurs and non-profit leaders to fund their organizations, through debt, equity, and beyond.

Whether you're launching a new venture or looking to scale an existing initiative, this discussion will provide valuable insights into the opportunities and challenges of securing financial support. Bring your questions and curiosity as we dive into the practicalities of funding, share real-world experiences, and explore creative approaches to sustaining and growing your organization.



AKI KALTENBACH
Founder & CEO,
Save Da Sea

OLIVIA HORNBY
Managing Partner,
Spring Impact
Capital Management Inc.

JILL BESTER
Partner and Client
Relationship Manager,
Genus Capital
Management



THURS, MAY 1
2 - 330PM, LONGHOUSE

LEONIE SMITH

Founder, The Thoughtful Workplace

Non-Violent Communication for Entrepreneurs

Leonie Smith has worked in frontline and senior management positions in nonprofit organisations. She has almost 20 years experience training, coaching, and in mediation. In particular, she focuses on surfacing the practical implementation of principles of nonviolence, sociocracy, care, connection, and shared understanding in service to collective work. Among her clients are Greenpeace International, 350.org, Hollyhock, The Embodiment Project, and Young and Laramore.

Leonie's history with SVI began as a presenter for the first SVI Virtual, having contributed several times since then to help with non-violent communication strategies and dialogues.

In her session, she will guide participants through the process of observations, feelings, and needs, offering a journaling-based self-empathy practice that bridges into dialogue centered on human connection.

The Thoughtful Workplace is a consultancy providing training, coaching, and organisational development for diverse teams. Our work is Influenced by principles of nonviolence and people-centred ways of working that include nonviolent communication (NVC), Sociocracy or dynamic governance, collaboration, and belonging building practices. We co-create and co-design, in partnership with our clients, to build skills, restore relationships, and develop systems that support groups to work with care and effectiveness towards their shared purpose.



THURS, MAY 1
4 - 530PM,
LONGHOUSE

SHANNON EMMERSON

Founder & CEO, Forge & Spark Media

How to Show Up with Authenticity and Impact: Messaging for Social Entrepreneurs

Showing Up with Authenticity and Impact: Messaging for Social Entrepreneurs" is a 90-minute interactive workshop designed to help social entrepreneurs and business leaders create authentic, purpose-driven marketing that resonates with their audiences and drives real business impact. Participants will explore how to align their marketing with their core values and business purpose. Through guided exercises and real-world examples, they will gain clarity on their audience's needs and challenges, define a value proposition, and craft a clear, authentic core brand message. The workshop focuses on developing a genuine connection between the business and its audience by combining self-awareness with audience understanding. Key sections include defining business purpose, understanding audience personas, identifying audience "jobs to be done," and drafting authentic messaging that communicates both purpose and value. The workshop also provides group sharing for feedback and support.

Workshop Outcomes:

- A clear understanding of their business's purpose and audience's needs.
- A draft of their core brand message and value proposition.
- The confidence to create marketing that authentically reflects their values and drives meaningful engagement.



BE PART OF THE AGENDA

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 will be available in the SVI S2S Participant Portal leading up to the event. [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

Roundtables

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. [Sign up here.](#)

One-on-One Advisor Sessions

These are 20-minute mini-coaching sessions with fellow participants. Sign up in-person at Registration in Istken Hall during the gathering.

MEET THE TEAM



Orane Cheung

Operations Lead
Hollyhock Leadership Institute



Laurel Dault

Director,
Hollyhock Leadership Institute



Travis Clifford

Program Coordinator,
Hollyhock Leadership Institute



Nicole Ebert

Partnership and Ecosystem Lead
Hollyhock Leadership Institute



SVI SEA-TO-SKY ADVISOR

Mike Rowlands

SVI Producer, Hollyhock Board
Member & CEO,
Junxion Strategy



SVI SEA-TO-SKY ADVISOR

Diana Chan

Owner,
Moguls Coffee House



SVI SEA-TO-SKY ADVISOR

Cheeying Ho

Former Executive Director,
*Whistler Centre for
Sustainability*



SVI SEA-TO-SKY ADVISOR

Diana Mulvey

Principal,
Seeds Consulting