



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

HOLLYHOCK
LEADERSHIP INSTITUTE

PROGRAM AGENDA SESSION DETAILS

APRIL 30 - MAY 2, 2025

Community
Futures  Howe Sound

GENUS
CAPITAL MANAGEMENT

 junxion

Spring

pürppl

DAY ONE
WEDNESDAY Apr 30

6:30 - 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 (Location TBA)
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

4:00 - 5:30 pm (Istken + Longhouse)
Workshops

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



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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).

TRUE CONFESSIONS



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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.



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CASE STUDY



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.



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CASE STUDY



AKI KALTENBACH Founder & CEO of 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.

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. .



MIKE ROWLANDS
CEO, Junxion Strategy

Agile Strategy for the Social Venture

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

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.





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.



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.

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.

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.



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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.

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

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 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