



BLD Western Canada 2017
Wednesday May 17, 2017



2017 SPEAKERS



JAMES BOETTCHER

**Chief Ideas Officer + CEO, Fiasco Gelato and
Calgary Food Trucks**

A man of passion and enthusiasm, James is someone who will always make you leave a little brighter than when you arrived. Born and raised in Calgary Alberta, James is not only an ambassador for this city, but also the small businesses that exist within. He is continually driven to influence the community in ways that will add vibrancy & encourage collaboration.

James' recognizes that it is an inherent responsibility for all entrepreneurs to think differently about doing business and provide opportunities so that others may flourish.

James' vision and commitment have been recognized as 2014 Breakout Business of the Year, and selected as 2014's "We Grow Alberta" company. In addition, James has received Top 40 under 40 honours in Calgary, and is a member of the Calgary Chamber Board of Directors.



KAREN JOSEPH

CEO, Reconciliation Canada

Karen is a proud member of the Kwakwaka'wakw people. She brings more than 18 years of experience of inspiring diverse partners to collaborate and towards achieving effective, positive change.

Karen founded Reconciliation Canada in 2012 to uphold a dream held by her father to witness thousands of people walking together for renewed relationships. In September 2013, the Walk for Reconciliation brought 70,000 people to the streets of downtown Vancouver to display a commitment to transforming relationships among Indigenous peoples and all Canadians.

As the eldest daughter of Chief Dr. Robert Joseph, Karen can speak first-hand to the impacts of inter-generational trauma and the current realities of the residential school legacy. In the true legacy of Kwakwaka'wakw traditions and culture, Karen holds a lifelong commitment to family and community.



MIKE ROWLANDS

CEO, Junxion Strategy

Mike is an accomplished entrepreneur, consultant and advisor who works at the intersection of business, community and sustainability. He supports visionary entrepreneurs and leaders in organizations around the world, helping to craft distinctive strategies, disrupt markets, and accelerate success.

Along with his work leading Junxion Strategy, where he engages directly with many of our clients, Mike also sits on the Board of Directors of Hollyhock, a lifelong learning centre and retreat on Canada's west coast, where he's an Executive Producer of the annual Social Venture Institute. He's an Ambassador for Social Venture Network, a community of the world's leading social entrepreneurs that work together to create transformational innovation, growth and impact. He's an Entrepreneur-in-Residence at RADIUS Ventures, an impact venture accelerator and incubator at the Beedie Graduate School of Business at Simon Fraser University.

As an emcee, keynote speaker and frequent workshop presenter, Mike has hosted events, convened conferences, and taught strategy, branding, and entrepreneurial leadership.



SUZANNE SIEMENS

Co-Founder + CEO, Lunapads

Lunapads is a manufacturer and online retailer of washable pads, underwear and other natural personal care products. A Chartered Professional Accountant and graduate of the Sauder School of Business, Suzanne left her career in accounting to seek meaningful work that aligned with her values around social justice and environmental activism.

Lunapads, a founding Canadian B Corp and 2016 Best for the World Honoree, has won several awards for their entrepreneurial innovation supporting menstrual hygiene around the world. She lives in North Vancouver with her husband and 2 boys and loves trail running in the forest.



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BERNIE GEISS

Founder + Advisor, Cove Continuity Advisors Inc.

Cove Continuity Advisors is a company dedicated to building “Space to Breathe”, both literally and figuratively, into everything they do. Bernie works with successful professionals, business owners, enterprising families and conscious investors to insure the enlightened continuity of wealth across generations or ownership groups. Cove endeavors to lead their industry and clients in planning for good stewardship, of both the earth and each other. It is the first and only insurance related B Corp in Canada.

Bernie's unique ability is planning, exploring, testing and sharing the results to inspire others to act, and he applies this ability to both his personal and professional life, in his travels, and when he shops. He loves spending time with people learning about their aspirations and what they care about. He practices Thai Buddhist meditation which has become part of the Cove culture.



PAULA CRUICKSHANK

Senior Vice President, Financing and Consulting, British Columbia and North, BDC

With over 20 years' experience in the banking industry, Paula is responsible for overseeing BDC's financing and consulting services in British Columbia and the North region. She joined BDC in 2009 as Vice President, Securitization, where she was responsible for establishing the Bank's Indirect Financing group and assumed responsibility for the management of the Canadian Secured Credit Facility, a \$12 billion program established by the Government of Canada in 2009 to help restart the asset-backed securities market and stimulate economic activity by supporting sales of vehicles and equipment. She also helped launch BDC's Funding Platform for Independent Lenders (F-PIL), a platform to provide capital to SME financing and leasing companies who support Canadian businesses. FPIL has indirectly helped over 13,000 SMEs obtain financing for various projects. Paula holds an International MBA from the Schulich School of Business and an LL.M in Banking and Financial Institutions from Osgoode Hall Law School.



KAI SCOTT

Principal Partner, TransFocus Consulting

Kai enjoys exploring and solving organizational challenges related to gender. He applies his inquisitive nature and skills developed from over 10 years as a social scientist, educated in the field of International Development, to solve and address these issues. He does this through exploratory, evidence-based approaches using a range of quantitative and qualitative tools, including innovative assembly of user-generated information, stakeholder engagements, and/or spatial analyses. Much of the process entails meeting organizations where they are at and engaging in transparent decision-making processes that allow diverse stakeholders to follow along to maximize buy-in and cooperation at all levels of the organization. This results in the unlocking of some of organization's fundamental and persistent issues.

And best of all, he helps de-mystify the often seemingly unapproachable or anxiety-provoking topic of gender diversity in a reassuring manner, inspiring confidence, new insights, and excitement in clients and their customers and employees alike.



MICHELLE REID

Sustainability Czar, Mills Office Productivity

For the past 7 years, Michelle has served as the Sustainability Czar for Mills Office Productivity, the local, sustainable business supplier located in East Vancouver. Overseeing all of Mills' social and environmental initiatives, she is passionate about the local economy and the impact of local purchasing. She supports organizations such as Loco BC where she sits on the Board of Directors. Michelle's dedication to giving back to the community extends beyond her own weekly volunteer activities to include creating a volunteering program for Mills where employees help the Greater Vancouver Food Bank on a monthly basis. Michelle is constantly striving to ensure that Mills is using the best practices for its employees, the environment and the community they reside in and takes great pride in creating leading initiatives for her company.



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MATT MCGIBBON

**Sales and Business Support + B Corp Coordinator,
Persephone Brewing Co.**

A combined passion for craft beer and sustainable business brought Matt to Persephone. He works with Persephone's sales team to share their unique story with the masses. As their 'B Corp Coordinator', Matt also works on building relationships between like-minded organizations, growing awareness of the 'B' within the industry, and rallying their team around ecologically and socially positive systems thinking and change.



MELISSA OROZCO

Founder + Creative Director, Yulu Public Relations

Melissa is an award-winning social entrepreneur with a passion for adapting innovative PR solutions to campaigns that solve social and environmental issues. Yulu is a PR agency mandated to champion socially innovative organizations that are making positive social and environmental impact.

Ranked by Marketing Magazine as a 30 Under 30 marketing pro, Melissa has also sat as Chair of Communications for the Urban Land Institute of BC, and played a key role behind impactful, global campaigns including Fuck Cancer, where she earned her agency an International Stevie® Award for Best Global Social Good PR Campaign of 2012; and World Housing, where she launched a PR strategy for the world's first one-for-one home gifting model. In 2014 Yulu earned the title of "Top Agency for Corporate Social Responsibility" by PR Daily's ACE Awards. In 2015, Yulu became Canada's first PR agency to become a certified B Corporation.



WANDA PALMER

Vice President Marketing, Trico Homes

As a 6-year member of the Trico Homes team, Wanda has experienced how the entire organization truly lives the company's core values of Trust, Respect, Integrity, Community and Opportunity. Trico is made up of a visionary leader and passionate and talented group of people who create the homes they are proud to attach the Trico name to. It's easy to tell compelling stories and communicate the benefits of an organization when you truly believe in the value it creates.

Throughout her 20-year marketing career as both a business owner and employee, Wendy has had the opportunity to create marketing solutions for a diverse group of for-profit and not-for-profit organizations. Her definition of success is being able to do something you are very passionate about each day and at the same time feel like you are able to make a small contribution in creating a positive impact in the community.



SANDRA NOMOTO

CEO, Conscious PR

Sandra has over a decade of PR experience in an agency capacity, during which she was awarded 2009 Volunteer of the Year by Women In Film & Television Vancouver. She was featured in the 2010 CRAVE Guide alongside VitaDaily.ca and Danielle LaPorte, and rebranded her company in 2012 to focus on public relations campaigns for socially and environmentally responsible companies. Sandra is a member of LOCO BC and eWomenNetwork, and Conscious PR is also a member of 1% For the Planet and the Board of Change.



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KATJA MACURA
Senior Consultant, Junxion Strategy

Katja is a business strategist with a background in sustainability, communications and customer experience strategy.

Her focus is on aligning values-driven strategy and communications systems to create unique brand value. Katja has over 20 years' experience leading projects addressing business strategy and brand development, as well as customer and employee engagement. She has a keen understanding of what is important to leaders at all scales of organization, and believes in business as a powerful force for positive social change.

Katja has a BComm from the University of British Columbia and MSc in Leadership for Sustainability from the Blekinge Institute of Technology in Sweden. Prior to working at Junxion, Katja managed her own consulting firm for nine years before working as Co-Executive Director of LOCO BC, a non-profit local business alliance working to strengthen communities and grow the local economy by building strong, sustainable businesses. She still serves on the Board at LOCO.



SARAH WHITE
COO + Co-Founder, Fairware

Fairware is a full service promotional agency that provides branded merchandise to North America's leading change makers. Sarah's day to day includes operational management, people and culture. She's proud that Fairware is a founding Canadian B Corp and currently facilitates Fairware's B Corp Inclusion Challenge.

Outside of work Sarah is President and an active volunteer of the Vancouver Street Soccer League, an organization that uses soccer to inspire and empower.



SEAN JIMENEZ
CEO, Souleppper

Sean Jimenez is a Vancouver native and social impact entrepreneur, digital marketer and business coach. He has created one of the fastest growing digital marketing companies in North America and has been recognized by Google as being in the top 3 of all agency partners for generating new client revenue nationwide. He has been a B Corp since 2012.



MADELEINE SHAW
Co-Founder + Creative Director, Lunapads

Madeleine Shaw is a longtime social entrepreneur best known for her work with Lunapads, a Founding Canadian B Corp. She is also Board Chair of the United Girls of the World Society, a registered charity that produces G Day, a national rite of passage celebration series for tween girls. Her newest venture under development is Nestworks, a family friendly working community and soft goods makerspace. She is a graduate of Queen's, BCIT and the THINK School of Creative Leadership.



ARON BJORNSON
Sr. Director Sales + Marketing, Salt Spring Coffee

Aron has 25 years of sales and marketing experience in high growth, competitive retail environments. He is a dedicated passionate leader who never tires of sharing Salt Spring Coffee's truly west coast story. He has been with Salt Spring Coffee for six years.



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DARLA SIMPSON

**Sr. Engagement Specialist + HR Manager,
SES Consulting**

Dreamer, sustainability innovator, and lover of all things that foster positive change; Darla can translate any sustainability strategy from idea to action. She specializes in change management: helping clients imagine what sustainability looks like for them and using strategic planning, stakeholder engagement, and social marketing to make it happen.

Her heart is in grassroots change, especially where individual action and emerging technologies meet. She worked for 12 years in the not for profit sector, part of that as the founding Executive Director of the Elements Society, before joining SES Consulting in 2011.

Her mix of idealism and relentless practical nature is one of the reasons Darla also wears a Human Resources hat. She is responsible for SES's B-Corp certification and is leading their Inclusion challenge to help staff live their values today, and find ways to be even better at it tomorrow.



TREVOR THOMAS

Lawyer, Kent Employment Law

Trevor is a listener. His calm, strategic approach brings order to workplace chaos. And in a profession that is often based on conflict, his thoughtful, reasonable nature sets him apart. Trevor brings a unique blend of experience, insight and analysis to his work. His ability to combine fresh ideas with solid legal advice appeals to employers and employees who are seeking innovation and change management. His style is well-suited to industries new and old, and particularly to businesses that are future-focused.



LAUREN ARCHIBALD

Marketing Manager, Ethical Bean

Lauren inspires consumers to drive positive social and environmental change through their daily cup of coffee. Ethical Bean is a leading, Vancouver based roaster of 100% Fairtrade certified, organic coffee which has grown into an international success. Fostering relationships with B Corp, Fairtrade, and other key partners, Lauren is always seeking new ways to collaborate and bring the Ethical Bean story to life.

Previously working as the Western Marketing Manager at Bullfrog Power, Lauren engaged brands such as MEC, Rocky Mountain Soap, and Deloitte to leverage their support of renewable energy through innovative marketing activations.



STEPHANIE RYAN

Sr. Associate, B Lab

B Lab is a non-profit organization that serves a global movement of people using business as a force for good. Stephanie joined B Lab in the Fall of 2008 to help grow and engage the B Corp community. Her prior career of over twenty- five years was in OD Consulting, specifically organizational learning. She designed and led leadership seminars on The Fifth Discipline and consulted to senior teams using systems thinking as a lens to discover leverage for strategic change. She believes business is part of the solution to today's most pressing social and environmental problems.



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SAUL BROWN

Chief Story Officer, Saul Good Gift Co.

Saul is passionate about business models that create positive social and environmental change. He founded the Saul Good Gift Co. in 2006 while pursuing his MBA in Sustainable Business at the Bainbridge Graduate Institute. He's interested in how a business can scale while retaining the value it creates for the communities in which it operates.



NICOLE BRADBURY

Senior Vice President, Renewal Funds

Renewal Funds, a founding Canadian B Corp, is a Vancouver based mission venture capital firm investing in early growth stage companies in Canada and the United States. With a focus on organics and environmental technology, Renewal Funds' portfolio catalyzes positive social and environmental change, while delivering above market returns for investors.

Prior to joining Renewal Funds, Nicole was a portfolio manager for institutional and private clients with Merrill Lynch in London and Geneva, AllianceBernstein in New York, and PH&N in Vancouver. Nicole is a CFA charter-holder, holds an MBA from Columbia Business School, and a Bachelor of Commerce from Memorial University. She has volunteered as a Board Director of the Canadian Memorial United Church, the Pacific Parklands Foundation, and Family Services of Greater Vancouver.



AMANDA MACGREGOR LADNER

SMAK Foods

Amanda wants to live in a world where the great businesses are those that put ethics before profits, where facts and truth matter, smart ideas win, and Integrity reigns supreme.

As an entrepreneur with more than 10 years of experience in hospitality, consulting for various groups such as Sequoia Company of Restaurants, Joe Fortes, and Savary Island Bakery, she welcomed the opportunity to nourish as many people as possible with SMAK healthy fast food.

When she's not growing SMAK or mentoring with the FWE, you can often find her laughing with her son Gavin, or in various yoga classes throughout the city.



TOM REDL

CEO, Chandos Construction

Chandos Construction Ltd. is a firm that has been recognized as one of Canada's Best Managed Companies, an Alberta Top Employer and is Certified as a B Corporation. Tom holds an ICD.D designation from the Institute of Corporate Directors and has served on a number of Boards including Edmonton Airports (Past Chair), Edmonton Construction Association, Citadel Theatre (Past Chair), Chandos Construction, Acorn Communities and was also Co-Chair of the 2016 United Way Alberta Capital Region Campaign Cabinet.



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MANU VARMA

People Person, Traction on Demand

Manu Varma is an HR professional with over 20 years of experience in high tech, utilities and finance. He strongly believes in building innovative and socially conscious people practices and using technology to make it happen. While he has worked around the world, Manu has found a home at Traction on Demand and has been instrumental in helping the company grow organically to over 300 people across North America since 2010.



CHRISTINE CARTER

BC Sales + Marketing Manager, Bullfrog Power

Bullfrog Power is Canada's leading green energy provider. Since helping launch Bullfrog in BC in 2009, Christine has been instrumental in building the Bullfrog community across the province. In addition to introducing innovative green energy products to the BC market, Christine has built local partnerships which have led to Bullfrog's support of five community solar PV projects.

Christine has volunteered as a board member for the TD Friends of the Environment Foundation and has served as a volunteer Ambassador for the David Suzuki at Work program, helping businesses to green their workplace. She is currently volunteering as a mentor with the Connecting Environmental Professionals Vancouver chapter.

Christine has an undergraduate degree in Economics from the University of Victoria. Born and raised on the West Coast, Christine is passionate about building awareness around environmental issues and helping local businesses on their journey to sustainability.



ANGELA NAGY

CEO, GreenStep Solutions

GreenStep Solutions is a company that has provided sustainability solutions for more than 1,600 small and medium sized enterprises since 2008. With a 20-year background in project management, business development, marketing and public relations, Angela has lived and traveled extensively throughout Europe, the US and Canada, working with all levels of business, non-profits and governments on a variety of sustainability related projects.

Angela has been trained by former Vice President and Nobel Laureate, Al Gore, David Suzuki and IPCC scientists to deliver the Climate Reality Project. She is certified in Organizational GHG Accounting through the Greenhouse Gas Management Institute and as a Sustainability Practitioner through The Natural Step.

Angela and her team at GreenStep offer sustainability consulting, certifications and carbon software to help businesses, government and organizations reduce their environmental impacts while improving their top and bottom line.



ANUSHA SRIJEVANATHAN

VP Client Success, Benevity

Anusha leads Benevity's client experiences through their Client Services, Charities, and Goodness Consulting Teams. She loves to help Benevity clients give back and build stronger relationships with their people and communities. Prior to Benevity, Anusha made her mark at Eloqua (and ultimately Oracle Marketing Cloud), where she led numerous teams in helping Fortune 500 companies transform their processes to succeed in the digital economy.

As a lifelong volunteer and strong believer in community service, she is drawn to Benevity's social mission, strong culture, amazing people and growing client community. Anusha is a long standing sufferer of wanderlust, having slept under the stars in Rajasthan, hiked Machu Picchu, climbed the Great Wall of China and bonded with penguins in Antarctica. She's always on the lookout for her next adventure.



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IAN WALKER

Founder and President, Left Coast Naturals

Left Coast Naturals, a founding Canadian B Corp, is committed to serving the planet, the community, and customers. They are the first distributor in North America to have implemented a non-GMO policy. Recently selected as one of Canada's Top 100 Small & Medium Employers, they have been the recipient of numerous awards including Canadian Organic Trade Association's inaugural Organic Supplier of The Year, PROFIT Magazine's 500 Fastest Growing Companies, BIV's Top 100 Fastest Growing Companies and Ernst & Young's Entrepreneur of The Year.

Ian has helped to build one of the more sustainable businesses in the industry. As such, they do everything from environmental staff bonuses for cycling, taking transit and buying organic groceries to recycling pallet wrap to full supply chain assessment. Left Coast Naturals Vision Statement of "Good People Providing Good Food" sums up the essence of the company and Ian's approach to business. He feels that companies are an integral part of society and as such, have an obligation to be a positive influence on society. He is fully committed to leaving this place better than how he found it and that business can be used as a force for good.