

Workshops & Presenter Bio



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STORYTELLING FOR SUSTAINABILITY

Michelle Superle & Sean Holman - Associate Professor UFV & Associate Professor UVIC

Guided by one of the Climate Disaster Project's founding principles: story creates community, and community creates hope. Workshop participants will learn about connections between stories and sustainability, storytelling techniques that honour participants' dignity, and co-creating stories in empowering ways.



Michelle teaches writing and literature courses at the University of the Fraser Valley. Her research focuses on exploring connections between food, farming, culture, sustainability, and stories, which helps explain why she also develops rights-based agricultural literacy programs for kids, co-creates compelling climate stories with the Climate Disaster Project, and

writes for edible Vancouver & Wine Country magazine.

Sean is the Wayne Crookes Professor of Environmental and Climate Journalism at the University of Victoria in Canada. Before entering academia, Sean was a documentarian and award-winning investigative journalist. His research focuses on how we use and misuse information against the backdrop of climate change and democratic decline.



SMALL BUSINESS, BIG IMPACT: PRACTICAL AND AFFORDABLE WAYS TO GREEN YOUR OPERATIONS

Jarret Klim - Synergy Foundation

Discover how small businesses can make a big impact through sustainable practices. Explore practical and cost-effective strategies to reduce waste, lower emissions, conserve water and energy, and enhance your social impact.



Jarret is the Program Manager of BC Green Business at Synergy Foundation, where he has guided hundreds of businesses across British Columbia in diverse sectors to develop and implement effective sustainability initiatives. With a focus on actionable solutions, Jarret helps businesses reduce their environmental impact, enhance resilience, and drive

meaningful climate action. His collaborative approach empowers local business communities to adopt innovative practices that foster long-term sustainability and measurable results.

UNDERSTANDING THE HONEY BEE

Jenny Campbell - Campbells Gold Honey Farm and Meadery

Learn about the Campbells family bee business and what being a small commercial bee farmer in the Fraser Valley looks like in these challenging times. Come learn about the importance of honey bees and what you can do support pollinator health in your community.

Jenny worked internationally in education for fourteen years before returning to Canada to work at her family farm Campbell's Gold Honey Farm and Meadery in Abbotsford, BC. Her approach to beekeeping is very much like how to learn a new language: it takes time, mistakes, and immersion to become truly knowledgeable. She is a certified BCHA Beginner Beekeeping Instructor, Master Beekeeper, Organic Master Gardener, and holds an MFA from UBC in Creative Writing.



ECO-INFLUENCE: DRIVING CHANGE THROUGH SUSTAINABLE SOCIAL MEDIA

Connie Hackett- Tourism Abbotsford

Learn how social media can promote sustainability and influence positive environmental change. Discover the intersection of digital influence and eco-consciousness, offering strategies for creating engaging, impactful content that encourages sustainable practices, educates followers, and supports green initiatives.



Connie is the Destination Marketing Manager at Tourism Abbotsford. She's an enthusiastic supporter of all things arts, culture, social media and community-focused experiences. Last year, Connie had the pleasure of leading a workshop, "Short Form Videos, Social Media and Your Organization" and she can't wait to join the Involve Symposium again for another year!

QUALITATIVE VS. QUANTITATIVE GROWTH

John Vissers

In this workshop, we'll explore the concept of qualitative growth as an alternative to traditional quantitative growth in sustainability and the circular economy. We'll discuss how qualitative growth focuses on improving the quality and efficiency of our resources and systems, rather than just increasing their quantity.

John is an environmental advocate who has been active in the Fraser Valley for over 30 years. Vissers is known for his ability to mount successful challenges to development agendas that overlook ecological impacts and has been a vocal opponent of waste plans in the Fraser Valley, collaborating with organizations like Zero Waste BC. He serves on advisory committees for the City of Abbotsford and is the former president of the Fraser Valley Conservancy.



ARCHWAY URBAN FARM - COME SEE WHAT'S NEW!

Lisa Laplante and Arlene David - Archway

Learn what Archway Food Security is doing to build a sustainable, collaborative, and interconnected food system in our community through a food justice lens! Learn more about our Fresh Food Recovery program, Community Food Bank Satellites, Regional Community Food Hub, and more.



Lisa is the Program Supervisor at Archway Food Bank and graduated last year from the UFV with a background in Political Science and Food Security. She is passionate about policy solutions to the ever-growing twin problems of poverty and food insecurity. Lisa started out at the Food Bank as a volunteer in 2019 and did a practicum with the

Food Bank's Food Justice team. From those experiences and now her work overseeing food distribution programs at the Food Bank, she has seen the vital importance of meeting the immediate needs of the more than 5000 residents of Abbotsford who use these services each month while we also advocating for meaningful, long-term change.

Arlene is the farm supervisor at Archway Urban Farm. She changed her career as a district manager to agriculture and recently graduated from UFV with an Agriculture Technology Diploma, and a Horticulture Propagation and Protection Certificate. Previously, Arlene was working for the Canadian Food Inspection Agency during her time at UFV and found the Urban Farm through volunteering in 2021 and is so grateful to be a part of their team.



FROM ULTRA FAST FASHION TO SUSTAINABLE FASHION: BALANCING FANTASY WITH REALITY

Stefania Pizzirani - University of the Fraser Valley

Fashion is an important part of our lives – it may represent our identity or culture, boost our confidence, and inspire or protect us. Yet, the fashion and textile industry represents one of the greatest environmental challenges of our time. To meet insatiable consumer demands, the production of clothing (and other textiles) has rapidly increased over recent decades which has had various economic, social, cultural, and environmental impacts. But here are some remaining challenges: how do we define the "sustainability" of fashion? Does social media help or hurt the sustainable fashion revolution? And how do we change consumer demands in order to progress sustainable fashion?



Stefania is currently an Assistant Professor in the School of Land Use and Environmental Change at the University of the Fraser Valley. Prior to working at UFV, she completed a postdoctoral research fellowship in the Faculty of Forestry at the University of British Columbia where she worked with and for the Heiltsuk Nation in Bella Bella, BC.

Stefania completed my PhD in New Zealand in 2016 where her research focused on forestry resource management with key Māori community members. Applying a kaupapa Māori approach (which embraces traditional beliefs, ethics, and ways of being), she worked closely with the participants using a comprehensive life cycle sustainability technique which provided environmental, social, and economic data regarding forestry options.

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CANADA'S PRODUCTIVITY PUZZLE: SOLUTIONS FOR ENTREPRENEURS

Manuel Gogolin - BDC

Embrace Productivity to Thrive in the Current Context. Discover why Canada is lagging in productivity; trends for some of the largest sectors of the Canadian economy and how to improve productivity in your company.



Manuel is a seasoned professional with over 13 years of experience at BDC, specializing in operational efficiency and business transformation initiatives. Throughout his career, Manuel has collaborated with Canadian businesses across various sectors, helping them enhance their operational performance and achieve strategic

growth and has played a role in assisting businesses to scale up by identifying and executing strategic growth initiatives.

SAFEGUARDING OUR SOIL: A WORKSHOP ON SUSTAINABILITY IN AGRICULTURE

Mia Soetaert - Ministry of Agriculture

Join us for an engaging insightful workshop dedicated to the crucial topic of protecting agricultural land and the imperative need for sustainability. Explore real challenges facing our agricultural lands and discuss effective strategies to ensure their long-term health and productivity.

Mia brings vibrant energy and passion to her role as Garden Programs Coordinator. With over a decade of charity governance experience, and a background as a Child and Youth Care practitioner, Mia leads the Pencil Patch and Harvest Bin Projects. As a third-generation farmer, she integrates practical knowledge into our Ag Adventures program and advocates for ethical, sustainable gardening. Her inventive use of recycled materials in her gardening tools showcases her belief that sustainability can be enjoyable.



FOUNDRY ABBOTSFORD AND SUSTAINABLE PROGRAMS

Elizabeth Shields and Simone Maasson

As part of an expanding Provincial network, Foundry Abbotsford is building sustainable programs that focus on youth wellness and service innovation. With various groups for youth such as their "Wellness by Nature" program, young people are able to participate in activities that educate around impactful green practices and allow for the experience of spending time in nature.



Elizabeth is the Manager of the Foundry Abbotsford. With a passion for youth services, Elizabeth has a Master's Degree in Criminology and experience in both the Provincial government and non-profit sector. Elizabeth is inspired by the collaborative and integrated programming offered through the Foundry network which prioritizes youth engagement, wellness and innovation.

Simone has a passion for advocacy, working with people and collaborating with others to improve services. Her background includes a Master's in Psychology and work with children, youth, adults and families in Germany, South Africa and Canada. In her current role as Associate Director of Youth, Health Services & Quality Improvement at Archway she has been involved with Foundry Abbotsford from its inception and deeply appreciates how much she is learning on this journey.



SUSTAINABILITY TAKES A VILLAGE

Malinda Rogusky - Fraser Valley Gleaners

Come learn about the work of Fraser Valley Gleaners where food recovery is done on a large scale - a joint effort by our local community shared with our global community.



Malinda is the Office Manager for Fraser Valley Gleaners (FVG). Malinda used to bring her teenage kids to volunteer at FVG. The combination of teaching her kids about food waste while cultivating in them grateful hearts by sharing with those less fortunate, made Gleaners the perfect place to

serve. Now, a decade later, she can hardly believe she gets to work at FVG and be a part of this amazing place every day!

EXTREME TEMPERATURE ALONE IS NOT ENOUGH: UNDERSTANDING HUMIDEX AND WET BULB TO GUIDE VULNERABLE PEOPLE FROM EXTREME HEAT

Mariano Mapili - UFV

When an extreme heat advisory is issued by the government, people check the temperature values from various sources and act accordingly. But temperature alone is not enough to guide vulnerable people to lessen the effects of extreme heat. Learn why and how vulnerable people need to start understanding and using HUMIDEX and WET BULB temperatures to guide their activities to reduce the effects of extreme heat

Dr. Mariano Mapili is an Associate Professor in the Department of Planning, Geography, and Environmental Studies at the University of the Fraser Valley. Dr. Mapili employed his skills in community development, Geographic Information Systems (GIS), and student management in extreme heat mapping of vulnerable residents of the Fraser Valley.



AUTOMATE YOUR ORGANIZATION WITH AI

Derek Froese - KoalaTech

With the advent of Artificial Intelligence, more and more business processes and services can be automated using software. This can free personnel from doing mundane or repetitive tasks and enable them to focus on creative, development, and visionary work that advances the organization.



Derek is an Abbotsford-born farmboy with a computing degree from UFV. He's the founder of Koala Technology, an IT services and consulting firm that takes a human-centred approach to technology for its business & non-profit clients. He has volunteered for various organizations including the UFV Alumni Association, MEI Screaming Eagles, Fraser Valley Stage, and others. Derek has a suspiciously large collection of loose-leaf teas because coffee is gross.

ENERGY EFFICIENCY THINKING: STRATEGIES FOR SUSTAINABLE BUSINESS GROWTH

Sorin Pasca - Business Energy Advisor, BC Hydro

Learn about an introduction to energy efficiency thinking, about other organizations and how they have found savings, and get information about BC Hydro Business Energy Savings Incentives - speak to an expert.

For over a decade, **Sorin** has championed energy efficiency in Northern BC and Vancouver Island, reshaping how businesses approach energy use. Through more than 1,000 energy assessments, he has helped drive 200+ retrofit projects that collectively led to over 2,000,000 kWh in annual energy savings. He believes that the key to sustainability lies in energy efficiency thinking - particularly when upgrading energy systems. His approach combines in-depth technical knowledge with practical experience, focusing on creating strategies that not only reduce energy consumption but also foster a culture of efficiency through continuous monitoring and training.



TOOLS FOR LOW IMPACT DEVELOPMENT

Dean Barrett - Barr Plastics

Learn about stormwater management, rain harvesting and greywater recycling to show how we can dramatically reduce potable water use in new construction and reduce the stress on infrastructure.



Dean has been a founding partner of BARR Plastics Inc. since 1982 and is President of BARR Group Enterprises/ Director of Business Development - BARR Plastics Inc. BARR Plastics is a prominent supplier of Plastics tanks and liquid handling products across North America and distributes a range of Green Building Solutions to facilitate low impact development (LID) Storm Water Management Systems /Rainwater Harvesting Systems /Greywater Recycling Systems.

Dean's focus is to create awareness of these world leading products offered by BARR Plastics to enable local governments, regulators, and developers, to achieve water efficiency for new high-density developments.

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