

## Monday, February 1, 2021

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### Black History Month Virtual Kick-off - "Together We Rise Durham"

Date and Time: Monday, February 1 7:00 pm - 8:00 pm

Address: YouTube watch party - <https://www.youtube.com/channel/UCXoASiOPIDI69BwiyKae1A>

**February 1** is the launch of Black History Month and Durham Region will be celebrating the theme "**Together We Rise Durham**". The month-long (and beyond) virtual festivities will be hosted on a number of social media platforms and feature videos and messages that highlight the proud history of the Black community in Durham Region.

The **2021 Black History Month Committee** is a partnership between DRPS, the Region of Durham, the Ontario Black History Society, the Canadian Jamaican Club of Oshawa and DurhamONE. For the entire month of February, the committee will be sharing unique online content to mark Black History Month.

As part of our virtual kick off, a video entitled "**Together We Rise Durham**" will be live streamed on **February 1, 2021 at 7 p.m.** You can watch the event live on the Black History Month in Durham Region [YouTube channel](#). Featuring a talented group of performers, the launch video celebrates Black culture, community and allies.

Stay tuned to our social media channels throughout February for more videos and messages:

YouTube: [Black History Month in Durham Region](#)

Twitter: [@RegionofDurham](#) & [@DRPS](#)

Facebook: [The Regional Municipality of Durham](#) & [Durham Regional Police Service](#)

The celebration will continue throughout the year. The **2021 Black History Month Committee** will be hosting a year-long virtual book club to introduce and celebrate inspiring authors and books. Live, online discussions will occur with the authors and members of the committee. The public is encouraged to join. The first book discussion will be February 17 at 7 p.m. with Canadian icon **Denham Jolly**, author of "*In the Black: My Life.*" Get reading! Details on how to RSVP and join the book club will be released soon.

## Tuesday, February 2, 2021

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### Growth, Promise & Beyond (Whitby Chamber)

Date and Time: Tuesday, February 2 9:00 am - 12:00 pm

Address: Webinar

Kick off Black History Month with a greater understanding of inclusive procurement, programming available to support Black entrepreneurs and meet some innovative business owners in the community.

### **Engage with:**

- Whitby Chamber of Commerce Diversity, Equity & Inclusion Committee
- BlackNorth Initiative and Pledge
- Keynote Speaker: Inclusive Procurement, Cassandra Dorrington, President & CEO of the Canadian Aboriginal and Minority Supplier Council
- Panel: Support for Black-owned businesses
- Panel: Whitby Chamber of Commerce entrepreneurs

## **Planning and Economic Development Committee Meeting**

Date and Time: Tuesday, February 2 9:30 am

## **York, Durham & Headwaters Regional Business Support Webinar (Ministry of Heritage, Sport, Tourism and Culture Industries)**

Date and Time: Tuesday, February 2 10:00 am - 11:00 am

Address: Webinar

Join Lisa MacLeod, Ontario's Minister of Heritage, Sport, Tourism and Culture Industries to discuss an overview of supports available to businesses and the government's response to COVID-19.

## **Tweak Your Networking for Online (Ajax Pickering Board of Trade)**

Date and Time: Tuesday, February 2 10:00 am - 11:00 am

Address: Webinar

Networking is a large part of your marketing plan. Luckily, there are more networking events now than ever -online.

This free 45-minute primer by award-winning writer and PR professional Jenn Humphries shows you how to apply your networking skills online.

Members only event

## **10 Ways to Successfully Market Your Business on a Shoestring Budget (Digital Main Street)**

Date and Time: Tuesday, February 2 2:00 pm - 3:30 pm

Address: Webinar

Everyone knows that they need to market their business, but not everyone knows how to do so in a way that makes money instead of wasting it. With all the tools available to modern marketers, it's hard for small businesses to know where to invest their time and money with marketing, and how to tell whether it's working or not.

Marketing, if done right, can help ramp up sales, generate masses of new customers, and create an entirely new revenue stream for your business. If done well, it can become a painful and embarrassing waste of time and money that leads to a lot of frustration and very few results.

In this interactive Q&A, we'll cover 10 ways that you can market your business, so that you can market with intention and confidence.

## **Wednesday, February 3, 2021**

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### **Java Jolt (Whitby Chamber of Commerce)**

Date and Time: Wednesday, February 3 8:30 am - 9:30 am

Address: Webinar

Java Jolts continue virtually! Twice a month, join members and non-members for a virtual coffee to discuss business-focused topics which will be posted in advance and members will have the opportunity to influence. For members, by members, this long-standing program continues its primary objective to support the business community and give them an opportunity to network and refer.

### **Works Committee Meeting**

Date and Time: Wednesday, February 3 9:30 am

### **Essential Steps fo Successful U.S. Expansion (MaRS)**

Date and Time: Wednesday, February 3 12:00 pm - 1:30 pm

Address: Webinar

Learn how to weather business risks when growing your startup south of the border. This February 3, MaRS invites you to a special webinar on planning for U.S. expansion and assessing the potential impacts of such a move for 2021 and beyond.

### **Facebook and Instagram Advertising on a Small Budget: Online Webinar (The Ontario Digital Main Street Initiative)**

Date and Time: Wednesday, February 3 12:00 pm - 1:30 pm

Address: Webinar

Whether you have \$0, \$50, or \$100 a month to spend on Facebook and Instagram, you can still reach your target customers and clients. Discover some creative ways to do so in this beginner-level webinar.

### ***You'll learn:***

- How the Facebook and Instagram algorithms work, so your content can cut through and be seen, even without spending money
- How to decide when to boost a post, and how much to spend
- What your options are for advertising on Facebook and Instagram
- How to target your ads to your ideal customer or client based on demographics, geographic area, and more
- How to create successful written copy and imagery for Facebook and Instagram ads

**This workshop is a *free* online webinar for main street small businesses in Ontario**

## **Transit Executive Committee Meeting**

Date and Time: Wednesday, February 3 1:30 pm

## **BACD Start Up Session**

Date and Time: Wednesday, February 3 2:00 pm - 3:30 pm

Address: Webinar

Starting a business is hard and that's where we come in. Our mission is clear – we are here to support your Business Success. We equip you with the skills, knowledge and tools to start and grow successfully. Let's build your action plan together! Start Up Session: An overview of the fundamental elements of success for every business (Business Concept, Marketing & Sales, Operations and Finance) and gives the steps needed to start successfully and to grow.

## **Thursday, February 4, 2021**

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## **Health and Social Services Committee Meeting**

Date and Time: Thursday, February 4 9:30 am

## **BACD Business Fundamentals: Business Planning**

Date and Time: Thursday, February 4 9:30 am - 11:30 am

Address: Webinar

Find out the differences between a business plan, a business model canvas and the planning required in starting your own business. We spend a lot of time planning a vacation, a wedding or even our grocery list so that it's a success and time and money is not wasted. Having a good business plan is a solid foundation for a successful business. It's your roadmap and guides you to reach the milestones you have set.

## **How An Online Store Can Boost Your Business: Free Ontario Program**

Date and Time: Thursday, February 4 11:30 am - 12:30 pm

Address: Webinar

The goal of ShopHERE Powered By Google is to build and optimize online stores for small independent businesses and artists in just a matter of days. With ShopHERE, businesses get to expand their selling opportunities into the online market.

When I sign up with ShopHERE, what do I get?

- An e-commerce store customized with your information, theme, logo and branding
- Hands-on assistance setting up and launching your online store
- Additional training to support your online store including topics like digital marketing, shipping and inventory management
- Access to free tools to help support the successful launch of your online store

In this webinar you will get the answers to the top questions we've received about the ShopHERE program, including:

- Who is Digital Main Street?
- What is ShopHERE?
- What does it mean to sell online, and why should my business?
- Do I qualify for this program?
- What are the costs involved?
- Do you have any examples of completed websites?

## "All About Specialty Crops" Workshop Series - Specialty Vegetables

Date and Time: Thursday, February 4 12:00 pm - 1:00 pm

Address: Webinar

**Learn how you can diversify your business with specialty crops through our 4-part workshop series led by OMAFRA crop specialists.**

### *"All About Specialty Crops" Workshop Series*

Are you interested in diversifying your business by growing niche and specialty crops?

Join us for our 4-part specialty crop workshop series to learn all about producing and marketing specialty crops. The first workshop will focus on specialty crops as a whole, with the following three sessions focusing on several specific specialty crops.

\*Please register for each session you are planning on attending\*

#### **Feb 4, 12pm-1pm: Specialty Vegetables**

- Herbs
- Specialty leafy greens
- Okra
- Sweet potatoes

- Jerusalem artichoke
- Popcorn or tigernuts

## **TCS Cleantech Global Workshop: Advancing Women's Leadership in Cleantech**

Date and Time: Thursday, February 4 1:00 pm - 4:00 pm

Address: Webinar

Join us on February 4th, 2021 for an interactive, virtual workshop hosted by the Trade Commissioner Service of Canada: "TCS Cleantech Global Workshop: Advancing Women's Leadership in Cleantech". In this interactive online event, you will have the opportunity to ask questions of our expert speakers and, after the discussion, engage one-on-one with government program leads

## **Seven Steps to Grow Your Business in 2021**

Date and Time: Thursday, February 4 2:00 pm - 3:30 pm

Address: Webinar

The goal of most businesses is to grow. And lately that's been harder to do than ever. As we turn the corner to emerge from an extremely difficult period, it's time to focus on things you can do to grow your business to return to and exceed the old normal.

2021 is going to be full of opportunities to grow your business using a mix of methods - some of which are presenting themselves for the first time, and some of which have stood the test of time.

If you want to make 2021 the best year yet for your business, join us for an interactive online Q&A session that'll teach you the steps any business owner can take to grow their business in 2021.

## **How to OPTIMIZE YOUR SOCIAL MEDIA content Almost Instantly (BACD)**

Date and Time: Thursday, February 4 5:00 pm - 6:00 pm

Address: Webinar

Learn how to optimize your social media channels to gain the best exposure for your business. In this workshop you will learn how to: identify top social media performing content, optimize your social media bio to gain more exposure, create engaging content and build your own social media following.

## **Saturday, February 6, 2021**

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### **14th Annual Durham Black History Month Celebration**

Date and Time: Saturday, February 6 7:00 pm - 9:00 pm

Address: [www.durhamblackhistorymonth.com](http://www.durhamblackhistorymonth.com)

***FEAST of Black Excellence***, the theme of the 14<sup>th</sup> Annual Durham Black History Month Celebration Presented by Cultural Expressions Art Gallery Inc., will be livestreamed Saturday, February 6, 2021, from [www.durhamblackhistorymonth.com](http://www.durhamblackhistorymonth.com) starting at 7pm. It is presented in partnership with the Durham Children's Aid Foundation, City of Pickering and the Congress of Black Women.

FEAST is an acronym that will showcase different aspects of the Black experience.

Hosted by Sean Mauricette, a.k.a. Subliminal, and featuring performances by acoustic guitarist and singer/songwriter Kunle, comedian Jean Paul, Notre Dame Catholic Secondary School's spoken word Poetry Team and vocalist Donna Marie. A keynote panel discussion on community representation and community service will be moderated by Dr. Joseph Smith, an active member of the Black community including non-profit organizations Operation Black Vote Canada and Generation Chosen.

Sandra Forsythe of the Durham Community Action Group will be honoured as the 2021 recipient of the Madiba Award. Named after Nelson Mandela's ancestral Xhosa clan and signifying a term of respect and endearment, Madiba is one of many names by which Mandela was affectionately known. The Award honours a leader of African ancestry in Durham Region whose experience embodies Nelson Mandela's values, vision, and commitment to overcome barriers in his long fight for freedom and equality.

Save your digital seat by registering for the online event at [durhambhm2021.eventbrite.ca](https://www.eventbrite.ca) and join the livestream, 7pm Saturday, February 6<sup>th</sup>. Confirmed registrants will receive a digital copy (PDF) of the event program.

Follow "Durham Black History Month" on Facebook @DurhamBHM, Instagram at Durham\_BHM or contact Cultural Expressions Art Gallery Inc. at [culturalexpressionsbhm@gmail.com](mailto:culturalexpressionsbhm@gmail.com).

The Durham Black History Month Celebration is proudly sponsored by the Durham Regional Police Services Board, [Rotary Club of Pickering](#), [Rotary Club of Ajax](#), Elexicon Energy, [Town of Ajax](#) and the [Ajax Library](#).

Durham Region's largest, free Black History Month celebration is as an opportunity to uplift our communities after a year that saw heightened response to the ongoing issues of anti-Black racism and the continued pandemic conditions that prevail around the world.

Cultural Expressions Art Gallery Inc. is a not-for-profit corporation that contributes to making art and culture accessible through special events.

## **14th Annual Durham Black History Month Celebration - FEAST of Black Excellence**

Date and Time: Saturday, February 6 7:00 pm - 8:00 pm

Address: Online - Eventbrite

### **About this Event**

The 14th Annual Durham Black History Month Celebration Presented by Cultural Expressions Art Gallery Inc. will be a virtual celebration entitled FEAST of Black Excellence, Saturday, February 6, 2021. FEAST is an acronym that will come to life over the course of the event to showcase different aspects of the Black experience.

The online event will stream at 7pm and is open to all. Save your digital seat by clicking on **REGISTER**. Confirmed registrants will receive a digital copy (PDF) of the event program.

Hosted by [Sean Mauricette](#), the event will transition to a digital platform and will feature a performance by acoustic guitarist and singer/songwriter Kunle, comedian [Jean Paul](#), [Black Star Spoken Word Team](#) (formerly the Notre Dame Poetry Team) and vocalist Dawn-Marie. A keynote discussion on community representation and co

community service moderated by [Dr. Joseph Smith](#).

Presented in partnership with [Durham Children's Aid Foundation](#), [City of Pickering](#) and the Congress of Black Women ([Ajax/Pickering](#), [Oshawa/Whitby](#)), the Durham Black History Month Celebration is proudly sponsored by the [Durham Regional Police Services Board](#), [Elexicon Energy](#), [Rotary Club of Pickering](#), [Rotary Club of Ajax](#), [Durham Catholic District School Board](#), [Town of Ajax](#) and the [Ajax Library](#).

## **Monday, February 8, 2021**

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### **Land Division Committee Virtual Meeting**

Date and Time: Monday, February 8 9:00 am - 4:30 pm

### **Website Wireframe: Online Workshop (Spark Centre)**

Date and Time: Monday, February 8 10:00 am - 11:00 am

Address: Webinar

Marie Wiese Teaches How to Build a Website that Converts

Your website is the start of your sales funnel. This Virtual Workshop will instruct you on how to construct your website to generate leads and build a buyer journey that converts.

This 1-hour virtual workshop is for anyone that is frustrated with the quality and value of their website. Businesses that are going to make it through the digital transformation tsunami caused by COVID will agree that a digital lead generation engine is key to business success and survival. This workshop will show how to build a website that will support your digital lead generation success.

## **Tuesday, February 9, 2021**

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### **COVID-19 in the Workplace (Oshawa Chamber of Commerce)**

Date and Time: Tuesday, February 9 8:00 am - 9:00 am

Address: Webinar

As the COVID-19 pandemic continues to evolve, new challenges arise for employers and workplaces. Employment lawyer, Stephanie Miner, will address key employer obligations and relevant changes to employment laws. Discussion will include flexible workplace policies, health protocol, as well as options for employee layoff, termination, and leaves.



## Networking Breakfast (Ajax-Pickering Board of Trade)

Date and Time: Tuesday, February 9 8:00 am - 9:30 am

Address: Webinar

At this networking event, attendees will enjoy a combination of informal and formal networking.

For our networking events we will invite community leaders to provide insight on technology with a focus on business. February's guest speaker is from **Pickering Public Library**, Usha Siva, Manager Technology.

Some informal networking time will be provided before and after the formal networking to allow for some one-on-one conversation.

We encourage all those interested in attending to pre-register.

## Java Jolt (Whitby Chamber of Commerce)

Date and Time: Tuesday, February 9 8:30 am - 9:30 am

Address: Webinar

Twice a month, join members and non-members for a virtual coffee to discuss business-focused topics which will be posted in advance and members will have the opportunity to influence. For members, by members, this long-standing program continues its primary objective to support the business community and give them an opportunity to network and refer.

## Finance and Administration Committee Meeting

Date and Time: Tuesday, February 9 9:30 am

## BACD Start Up Session

Date and Time: Tuesday, February 9 9:30 am - 11:00 am

Address: Webinar

Starting a business is hard and that's where we come in. Our mission is clear – we are here to support your Business Success. We equip you with the skills, knowledge and tools to start and grow successfully. Let's build your action plan together! Start Up Session: An overview of the fundamental elements of success for every business (Business Concept, Marketing & Sales, Operations and Finance) and gives the steps needed to start successfully and to grow.

## Social Media for Small Business: Online Webinar (The Ontario Digital Main Street Initiative)

Date and Time: Tuesday, February 9 12:00 pm - 1:30 pm

Address: Webinar

Social media can be a very powerful tool for business growth, but first you need to know what it is and how it

works. In this fun and interactive workshop, we'll look at the basics of today's popular social media channels—including Facebook, YouTube, Twitter, Instagram, LinkedIn, and Pinterest—and decide which are right for you. You'll develop a social media plan that will drive business results without a big investment of time and energy.

***You'll learn:***

- How other small businesses have built their brands on each social media channel, picking up tips and inspiration for your own social media activities.
- What likes, hashtags, shares and retweets are, and how and when to use them.
- How to determine the right content and tone for your business's social media posts, and the right time and frequency to post them.
- How to develop an editorial calendar, with tips for scheduling and automation.
- How to analyze social media metrics and determine which ones to focus on for your business goals.

**This workshop is a free online webinar for main street small businesses in Ontario.**

## **How to Get Started With Online Courses (BACD)**

Date and Time: Tuesday, February 9 4:30 pm - 5:30 pm

Address: Webinar

During this session, Samantha will teach you the nuts and bolts of creating an online course – how to teach what you know in an online course, how to record, host and market your course and increase your revenue without working around the clock.

## **Wednesday, February 10, 2021**

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### **Breakfast with Hon. Erin O'Toole, MP Durham, Leader of the Official Opposition (CBot)**

Date and Time: Wednesday, February 10 8:30 am

Address: Webinar

Please join Clarington Board of Trade as we have coffee and conversation with Hon. Erin O'Toole, MP Durham, Leader of the Official Opposition MP, Erin O'Toole will give his insights regarding Federal funding, support for business during lockdown, and how he is there for Clarington.

### **Maker Meet Up - Copywriting & Captions (BACD)**

Date and Time: Wednesday, February 10 10:00 am - 11:30 am

Address: Webinar

Get ready to learn about how you can craft great attention grabbing content. Copywriting is one of the most important skills we can have as business owners and marketers! In this interactive session facilitated by Cheryl Wilson of The Makers Hub and Teresa Shaver from BACD be ready to learn about how you can craft great attention grabbing content.

## **Netherlands & Germany Export Opportunities for Food & Beverage Manufacturers (Ontario Ministry of Agriculture, Food and Rural Affairs)**

Date and Time: Wednesday, February 10 10:00 am - 11:00 am

Address: Webinar

Are you interested in exporting to the Netherlands and Germany? Please join us for a webinar on Wednesday, February 10, 2021 on opportunities for food and beverage companies. Topics will include new and upcoming food trends, the free trade agreement, doing business in a post-COVID world, and opportunities for Ontario suppliers. Hear from industry experts and Trade Commissioners on how you can successfully navigate these markets.

## **Marketing Strategies to Grow Your Business (Digital Main Street)**

Date and Time: Wednesday, February 10 2:00 pm - 3:30 pm

Address: Webinar

Marketing is one of the most obvious ways to grow your business. It's a growth strategy we're all familiar with, but it can feel like a big step for business owners who lack the expertise or experience to know how to market effectively in today's economy.

In this online interactive Q&A, we'll discuss low cost ways that you can start attracting more customers and generating more revenue from the ones that you already have.

Join us for a short presentation on:

- How to re-engage existing customers
- How to identify and attract new customers
- How to develop a marketing plan
- Low cost no cost marketing ideas you can use

Followed by a Q&A

- We'll discuss some of the unique challenges small business owners are facing and how to deal with them
- You will get the opportunity to have your questions answered by entrepreneurs who understand the challenges you're going through

## **BACD Business Plan Masterclass**

Date and Time: Wednesday, February 10 4:00 pm - 6:00 pm

Address: Webinar

BACD Business Plan Masterclass Are you already in business and wanting to put together your business plan for growth or financing options? This hands on masterclass will take you through the steps of writing your business plan.

ness plan and financial projections.

## **Thursday, February 11, 2021**

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### **CRA Webinar for Small Businesses and Self-Employed Individuals (BACD)**

Date and Time: Thursday, February 11 9:30 am - 11:30 am

Address: Webinar

If you have tax related questions, here is your chance to get them answered. This seminar is held by CRA Professionals, and will cover: business tax deductions, common tax errors, helpful tools and services offered by CRA and general bookkeeping and best practices.

### **How An Online Store Can Boost Your Business: Free Ontario Program**

Date and Time: Thursday, February 11 11:30 am - 12:30 pm

Address: Webinar

The goal of ShopHERE Powered By Google is to build and optimize online stores for small independent businesses and artists in just a matter of days. With ShopHERE, businesses get to expand their selling opportunities into the online market.

When I sign up with ShopHERE, what do I get?

- An e-commerce store customized with your information, theme, logo and branding
- Hands-on assistance setting up and launching your online store
- Additional training to support your online store including topics like digital marketing, shipping and inventory management
- Access to free tools to help support the successful launch of your online store

In this webinar you will get the answers to the top questions we've received about the ShopHERE program, including:

- Who is Digital Main Street?
- What is ShopHERE?
- What does it mean to sell online, and why should my business?
- Do I qualify for this program?
- What are the costs involved?
- Do you have any examples of completed websites?

### **National Recovery Support Event - Organizational Resilience, Beyond the Buzz Word (The Excellence in Manufacturing Consortium (EMC) of Canada)**

Date and Time: Thursday, February 11 12:30 pm

Address: Webinar

What can organizations do to minimize the long-term consequences of the global pandemic? These times of co

Instant change and forced adaptation present us with a unique opportunity to put our team's resilience to the test and really figure out what it means in a practical sense. This session will help leaders to promote a culture in their respective workplaces that's conducive to a speedy recovery from the impact of COVID-19, jump-starting performance and bouncing back from the pandemic unscathed.

## Chamber on Tap (Whitby Chamber of Commerce)

Date and Time: Thursday, February 11 5:30 pm - 7:00 pm

Address: Webinar

Hey Whitby Chamber members, grab a beverage and connect with fellow professionals in a casual, and digital, atmosphere. Same great program, from the comfort of your home.

## Optimize Your Google My Business with Headline Analyzer (BACD)

Date and Time: Thursday, February 11 6:30 pm - 7:30 pm

Address: Webinar

Learn how to set up Google My Business - a FREE tool offered by Google not just to list your business but also to share your business with those who may be looking for your product or service.

## Monday, February 15, 2021

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### Highly Affected Sectors Credit Availability Program Members Briefing (Tourism Industry Association of Canada)

Date and Time: Monday, February 15 1:00 pm - 1:45 pm

Address: Webinar

**This webinar is available to all TIAC Members.**

Join us on **Friday, February 5th from 1-1:45 pm** for an exclusive briefing by the Business Development Bank of Canada on the newly announced Highly Affected Sectors Credit Availability Program (HASCAP).

HASCAP is a government-guaranteed, low-interest loan for amounts between \$25,000 and \$1 million per legal entity, up to a maximum of \$6.25 million for related entities, to cover operational cash flow needs. HASCAP registration opens February 1 through your primary lender and will be available until June 30, 2021. These loans are intended for small and medium-sized businesses that have seen their revenues decrease by 50% or more as a result of COVID-19.

This briefing will provide clarity on registration requirements, process, and address member questions.

This session will be recorded and available via the member portal for those of you that cannot attend.

## **Tuesday, February 16, 2021**

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### **BACD Business Fundamentals: Marketing & Sales**

Date and Time: Tuesday, February 16 2:00 pm - 4:00 pm

Address: Webinar

This session will help you create a marketing plan that targets your ideal customer and help you identify the marketing tactics and sales channels for your business.

### **mNetworking (Whitby Chamber of Commerce)**

Date and Time: Tuesday, February 16 3:30 pm - 5:00 pm

Address: Webinar

Join us and the Town of Whitby for a virtual mNetworking session. Each event will focus on a different business theme presented by Town of Whitby staff. This month's topic is Doing Business with the Town of Whitby.

### **Durham Agricultural Advisory Committee Meeting**

Date and Time: Tuesday, February 16 7:30 pm

## **Wednesday, February 17, 2021**

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### **Canada 360 Economic Summit (Canadian Chamber of Commerce)**

Date and Time: Wednesday, February 17 9:00 am - 5:00 pm

Address: Webinar

Our Canada 360° Economic Summit works to mobilize the Canadian business community to apply its ingenuity to find the bold policy solutions needed for Canada to compete in a changing economic landscape.

This event will feature panel discussions, one-on-one conversations and keynote addresses that will harness the creativity of Canadian businesses to incite the innovative public policies needed to foster a business-led recovery.

### **How to Cost and Price Your Products and Services Profitably (Digital Main Street)**

Date and Time: Wednesday, February 17 2:00 pm - 3:30 pm

Address: Webinar

Every business owner, regardless of their business, eventually has to decide how much they're going to charge t

their customers for their product and service. And for such a universal experience, there's a shocking lack of accurate and honest information about how you should price and cost your offerings.

Maybe you've read some theories or found some formulas. But if you've ever wanted a direct, single answer that's based on experience and makes plain sense, then this is the Q&A for you.

Join us for an interactive online Q&A session that'll teach you an incredibly simple formula for how to price and cost your products and services that applies for any and all businesses.

Join us for a short presentation on

- How to cost and price your products and services
- Formulas that you can use and adjust
- How to price your time in a service business to make business more profitable and predictable

Followed by a Q&A session where

- We'll discuss some of the unique challenges small business owners are facing and how to deal with them
- You will get the opportunity to have your questions answered by entrepreneurs who understand the challenges you're going through

## **Thursday, February 18, 2021**

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### **Mayors' Address (Ajax Pickering Board of Trade)**

Date and Time: Thursday, February 18 8:00 am - 9:30 am

Address: Webinar

The next decade will see continued growth for the Ajax and Pickering business community. Please join us online as His Worship Shaun Collier, Mayor of Ajax, and Mayor Dave Ryan, City of Pickering, each address the crowd with an outline of past, present, and future happenings in their respective areas.

As is our practice at all our signature events, and in support of the social infrastructure of our community, donations will be collected on behalf of one of our not-for-profit members.

### **2021 Mayors' Address & General Meeting Presented by LEV2 Master Cabinetry and Millwork (APBOT)**

Date and Time: Thursday, February 18 8:00 am - 9:30 am

Address: Webinar

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wd with an outline of past, present, and future happenings in their respective areas.

## IP Workshop: Trade Secrets & NDAs (Spark Centre)

Date and Time: Thursday, February 18 9:00 am - 10:00 am

Address: Webinar

Join Noel Courage and Suzie Suliman from Bereskin & Parr LLP to learn about **Trade Secrets and NDA's**.

The protection of a startup's IP is especially important in the early stages when most of the IP is a secret. Secrecy can be challenging given the goals of many startups to enter pitch competitions, work with research partners, and draw in potential investors. During this webinar we will discuss **how to effectively protect secrets**, including the basics of effective **confidentiality agreements**. We will also discuss how to decide **whether to patent an innovation or keep it a trade secret**.

## How An Online Store Can Boost Your Business: Free Ontario Program

Date and Time: Thursday, February 18 11:30 am - 12:30 pm

Address: Webinar

The goal of ShopHERE Powered By Google is to build and optimize online stores for small independent businesses and artists in just a matter of days. With ShopHERE, businesses get to expand their selling opportunities into the online market.

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- Do I qualify for this program?
- What are the costs involved?
- Do you have any examples of completed websites?

## Small Business Data Privacy and the Law: Online Webinar (The Ontario Digital Main Street Initiative)

Date and Time: Thursday, February 18 12:00 pm - 1:30 pm

Address: Webinar



Most small businesses don't have onsite IT departments, but that doesn't mean you're off the hook when it comes to keeping your customer and client data secure. Discover how to do so effectively and safely in this beginner-level webinar.

***You'll learn:***

- How to prevent three of the biggest threats to data privacy (phishing, data breaches, and malware)
- How to get your whole team to practice digital hygiene so your office is safe
- What the data privacy and security laws are in Canada and the rest of the world
- How to create a privacy policy and a privacy plan to share with your team and your customers
- How to make sure your digital marketing is permission-based, and in compliance with the law

**This workshop is a *free* online webinar for main street small businesses in Ontario.**

## **Reskilling the Recovery: What business needs to thrive in the new economy (Whitby Chamber of Commerce)**

Date and Time: Thursday, February 18 1:30 pm - 3:30 pm

Address: Webinar

Join us for a rich learning and networking opportunity featuring John Stackhouse from RBC, who will present an overview on how creativity and innovation will support the reskilling of our economy. Following his presentation, he will be joined by Murad Bhimani, Regional Chair John Henry and Dr. Steven Murphy to discuss how the human skills revolution and every industry requires reskilling, including creativity from all sectors.

## **Durham Environmental Advisory Committee Meeting**

Date and Time: Thursday, February 18 7:00 pm

## **Friday, February 19, 2021**

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### **Java Jolt (Whitby Chamber of Commerce)**

Date and Time: Friday, February 19 8:30 am - 9:30 am

Address: Webinar

Twice a month, join members and non-members for a virtual coffee to discuss business-focused topics which will be posted in advance and members will have the opportunity to influence. For members, by members, this long-standing program continues its primary objective to support the business community and give them an opportunity to network and refer.

### **Durham Region Roundtable on Climate Change Meeting**

Date and Time: Friday, February 19 10:00 am

## Saturday, February 20, 2021

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### NoRth: Abstract Winter Landscapes

Date and Time: Saturday, February 20 12:00 pm - 5:00 pm

Address: Scugog Arts Space - 175 B Queen St, Port Perry

From February 20th to March 23rd take in the beauty of the NoRth at the Scugog Arts Space. **NoRth** is an exhibition of abstract winter landscapes in acrylic by Leslie Beauchamp. Leslie paints what most ignore, seeing the beauty in the landscape of the north even during the bleakest times. **NoRth** is a reflection of how even the dullest of seasons can evoke beauty and comfort.

Scugog Arts is located at 175 B Queen St, Port Perry, and is open Tuesday to Saturday from 12 pm to 5 pm.

## Monday, February 22, 2021

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### ExportON!: New Exporters to Border States (NEBS) Program (The Ministry of Economic Development, Job Creation and Trade (MEDJCT) )

Date and Time: Monday, February 22 9:30 am - 11:30 am

Address: Webinar

The two-hour NEBS(New Exporters to Border States) webinar is a **practical, hands-on introduction** to the basics of **exporting to the United States**. Presentations from industry experts will provide Ontario manufacturers and service firms with up-to-date information on topics such as:

- U.S. immigration and business visa requirements;
- federal and state tax liability issues;
- currency exchange strategies;
- corporate and legal considerations; and
- U.S. Customs clearance documentation requirements.

## Tuesday, February 23, 2021

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### What's Brewing? (Oshawa Chamber of Commerce)

Date and Time: Tuesday, February 23 8:00 am - 9:00 am

Address: Webinar

Free to all chamber members. Coffee, communicate, connect.

## mMornings (Whitby Chamber)

Date and Time: Tuesday, February 23 9:00 am - 10:30 am

Address: Webinar

Interested in making connections and learning how to get the most out of your company website? Join us monthly for our mMornings series that provides our members with the opportunity to share their expertise with you.

## BACD Business Plan Masterclass

Date and Time: Tuesday, February 23 9:30 am - 11:30 am

Address: Webinar

Are you already in business and wanting to put together your business plan for growth or financing options? This hands on masterclass will take you through the steps of writing your business plan and financial projections.

## ExportON!: New Exporters to Border States (NEBS) Program (The Ministry of Economic Development, Job Creation and Trade (MEDJCT) )

Date and Time: Tuesday, February 23 9:30 am - 11:30 am

Address: Webinar

The two-hour NEBS(New Exporters to Border States) webinar is a **practical, hands-on introduction** to the basics of **exporting to the United States**. Presentations from industry experts will provide Ontario manufacturers and service firms with up-to-date information on topics such as:

- U.S. immigration and business visa requirements;
- federal and state tax liability issues;
- currency exchange strategies;
- corporate and legal considerations; and
- U.S. Customs clearance documentation requirements.

## NoRth: Abstract Winter Landscapes

Date and Time: Tuesday, February 23 12:00 pm - 5:00 pm

Address: Scugog Arts Space - 175 B Queen St, Port Perry

From February 20th to March 23rd take in the beauty of the NoRth at the Scugog Arts Space. **NoRth** is an exhibition of abstract winter landscapes in acrylic by Leslie Beauchamp. Leslie paints what most ignore, seeing the beauty in the landscape of the north even during the bleakest times. **NoRth** is a reflection of how even the dullest of seasons can evoke beauty and comfort.

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## **DACH - COVID-19 Homelessness Response Network**

Date and Time: Tuesday, February 23 1:00 pm - 3:00 pm

## **Wednesday, February 24, 2021**

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### **Women in Clarington – Their Story! (Cbot)**

Date and Time: Wednesday, February 24 8:30 am

Address: Webinar

Join the Clarington Board of Trade and our panel of women as we hear how they started, how they overcame their challenges, and of course what keeps them going every day!

### **Regional Council Meeting**

Date and Time: Wednesday, February 24 9:30 am

### **NoRth: Abstract Winter Landscapes**

Date and Time: Wednesday, February 24 12:00 pm - 5:00 pm

Address: Scugog Arts Space - 175 B Queen St, Port Perry

From February 20th to March 23rd take in the beauty of the NoRth at the Scugog Arts Space. **NoRth** is an exhibition of abstract winter landscapes in acrylic by Leslie Beauchamp. Leslie paints what most ignore, seeing the beauty in the landscape of the north even during the bleakest times. **NoRth** is a reflection of how even the dullest of seasons can evoke beauty and comfort.

Scugog Arts is located at 175 B Queen St, Port Perry, and is open Tuesday to Saturday from 12 pm to 5 pm.

### **Talk Ask Listen - A Mental Health Workshop for the Agriculture Community**

Date and Time: Wednesday, February 24 12:00 pm - 4:00 pm

Address: Webinar

The workshop provides information on topics such as:

- The signs and symptoms of mental illness, anxiety, depression, stress, and substance use, including the unique statistics and factors the agriculture industry experiences.
- What support looks like for mental health in the agriculture sector, depending on your level of education,

experience, and training.

- How to prepare and have conversations with a fellow producer, or family member who you identify may be experiencing a mental health challenge.
- How to support others producers as well as yourself, and how to access ag-specific resources.
- Self care and prevention strategies for mental wellness in agriculture.

This webinar is specific to the agriculture industry and is delivered by mental health professionals that have agriculture experience.

## Ecommerce Options for Small Business: Online Webinar (The Ontario Digital Main Street Initiative)

Date and Time: Wednesday, February 24 12:00 pm - 1:30 pm

Address: Webinar

It's never been easier for small businesses to dip their toes into the world of ecommerce. Discover the fundamentals of selling online in this webinar that's perfect for ecommerce beginners.

### You'll learn:

- How to add ecommerce functionality to an existing website
- How to sell through a third-party marketplace
- How to build your whole website as an online store
- What your options are for payment gateways and fees
- How to integrate your online store to other digital systems like accounting and shipping

**This workshop is a free online webinar for main street small businesses in Ontario.**

## Business PR Strategies (Digital Main Street)

Date and Time: Wednesday, February 24 2:00 pm - 3:30 pm

Address: Webinar

Publicity is an incredible way to bring more attention and customers to your business. And it's also a strategy that every single business owner can use regardless of their skill set or experience.

Unlike marketing, PR allows you to tap into audiences that are much larger than your own and allows you to create an instant connection to customers who are right for your brand.

In this online interactive Q&A, we'll discuss how any business can start getting free publicity, and help you answer questions you have that are specific to generating publicity for your own business.

Join us for a short presentation on:

- How to get free publicity for your business
- How to create community initiatives to help build your brand
- How to create a community around your business

Followed by a Q&A

- We'll discuss some of the unique challenges small business owners are facing and how to deal with them
- You will get the opportunity to have your questions answered by entrepreneurs who understand the challenges you're going through

## **BACD Start Up Session**

Date and Time: Wednesday, February 24 3:30 pm - 5:00 pm

Address: Webinar

In this session, you will work on a roadmap for your business. Presented by a BACD advisor we will work through each step with you, so you leave with an outline of plan you can implement.

## **Thursday, February 25, 2021**

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### **Reimagining the Workforce Summit (Toronto Region Board of Trade)**

Date and Time: Thursday, February 25 8:00 am - 4:00 pm

Address: Webinar

The Toronto Region is Canada's economic engine, home to the talent and innovation driving the nation's prosperity. Now, against the backdrop of a global pandemic, it has never been more important for global, national and regional experts to come together and discuss how a strong, inclusive and rapid recovery for the region can be achieved. In a three-part virtual Recovery Summit Series, the Toronto Region Board of Trade will convene leaders and city-builders to discuss how to foster strategic partnerships and come back stronger

### **Mayor's Task Force on Community Safety, Security & Well-Being (Oshawa Chamber)**

Date and Time: Thursday, February 25 8:30 am - 9:30 am

Address: Webinar

We are all part of the solution. Oshawa Mayor Dan Carter has announced the formation of a Task Force that brings together the Durham Regional Police Services (DRPS), Greater Oshawa Chamber of Commerce and other local stakeholders to identify and propose opportunities to address community safety, security and well-being issues facing the city.

### **Learn How to be More Productive (Ajax-Pickering Board of Trade)**

Date and Time: Thursday, February 25 9:00 am - 11:00 am

Address: Webinar

Developed for leaders in small to mid-sized businesses. Learning how to be more productive can be challenging with so many competing demands for one's time. In this workshop attendees will learn how to effectively set both business and personal goals to meet strategic plans and one's life mission, and to track progress. An approach in how to prioritize and allocate time for high payoff activities will be covered with an aim for achieving success.

## 9-1-1 Management Board Meeting

Date and Time: Thursday, February 25 9:30 am

## BACD Business Fundamentals: Financials & Operations

Date and Time: Thursday, February 25 9:30 am - 11:30 am

Address: Webinar

In this session we discuss Financials and Operations. By understanding the accounting and financial basics and developing these operational strategies, you can create effective and efficient systems for running your business.

## NoRth: Abstract Winter Landscapes

Date and Time: Thursday, February 25 12:00 pm - 5:00 pm

Address: Scugog Arts Space - 175 B Queen St, Port Perry

From February 20th to March 23rd take in the beauty of the NoRth at the Scugog Arts Space. **NoRth** is an exhibition of abstract winter landscapes in acrylic by Leslie Beauchamp. Leslie paints what most ignore, seeing the beauty in the landscape of the north even during the bleakest times. **NoRth** is a reflection of how even the dullest of seasons can evoke beauty and comfort.

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## EMC Food and Beverage Sector Event - Food Safety Best Practices with Maple Lodge Farms (The Excellence in Manufacturing Consortium (EMC) of Canada)

Date and Time: Thursday, February 25 12:30 pm - 2:30 pm

Address: Webinar

The Excellence in Manufacturing Consortium (EMC) of Canada is hosting a Zoom Event with Maple Lodge Farms on February 25 at 12:30 PM. Representatives from Maple Lodge Farms will share insights, experiences, and thoughts on the evolution and ongoing improvement of their food safety programs. Participants will gain knowledge regarding food safety during the pandemic and will have the opportunity to partake in roundtable networking with industry peers and EMC members. The session will conclude with a brief question and answer session.

## Ajax Anti-Black Racism Taskforce - Black History Month

Date and Time: Thursday, February 25 1:00 pm - 2:00 pm

Address: Online

In conversation with...

Ajax Anti-Black Racism Taskforce

Join us online and hear from the Black community on the significance of Black History Month and why it is important to celebrate.

Watch and learn more at [ajax.ca/taskforce](https://ajax.ca/taskforce)

## Startup Grind presents: Drop Your Pitch

Date and Time: Thursday, February 25 6:00 pm - 8:00 pm

Address: Webinar

Join us February 25<sup>th</sup> as Startup Grind presents **Drop Your Pitch** — a live pitch competition that combines networking, valuable advice from leaders in the field, Q&As and an opportunity for you to cast your vote as part of the live audience!

## ConnXGEN Off the Clock (Whitby Chamber)

Date and Time: Thursday, February 25 7:00 pm - 8:00 pm

Address: Webinar

Get inspired by local professionals, make new connections and expand your network at the ConnXGEN Off the Clock virtual networking event. Now more than ever it is important for students, entrepreneurs and professionals under 30 to build a network. This series provides these individuals with the opportunity to develop new relationships and grow within Durham Region.

## Friday, February 26, 2021

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## Roadmap to Recovery (Durham Economic Task Force)

Date and Time: Friday, February 26 9:00 am - 11:00 am

Address: Webinar

Join us for a rapid-fire event as we talk about a roadmap to recovery for Durham Region businesses. From financial support to employment law, mental health in the workplace, and a COVID-19 health and vaccinations update from Dr. Kyle, this event brings together a rapid-fire line-up of speakers to provide you high-level need-to-know



now updates as you continue towards building back stronger. Get ready to ask your pressing business questions at an expert Q&A panel.

## NoRth: Abstract Winter Landscapes

Date and Time: Friday, February 26 12:00 pm - 5:00 pm

Address: Scugog Arts Space - 175 B Queen St, Port Perry

From February 20th to March 23rd take in the beauty of the NoRth at the Scugog Arts Space. **NoRth** is an exhibition of abstract winter landscapes in acrylic by Leslie Beauchamp. Leslie paints what most ignore, seeing the beauty in the landscape of the north even during the bleakest times. **NoRth** is a reflection of how even the dullest of seasons can evoke beauty and comfort.

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## Snap a Selfie with Sculpture

Date and Time: Friday, February 26 5:00 pm

Address: 650 Kingston Road P.O. Box 18258 Steeple Hill Postal Outlet

PineRidge Arts Council is encouraging Durham residents to get out of the house and see the art around them. From simply visiting a local sculpture for the first time, to planning a grand tour to see all, the timing and choice of locations are open. In COVID times, this is a safe way for Durham residents to get out doors, socially distance and be part of this fun initiative. Some players might like to follow a sculptor's work throughout Durham and some may want to hold a competition with family and friends.

To join in the game, photos can be shared on facebook <https://www.facebook.com/groups/pineridgearts> and Instagram [#sculpturesofdurham](https://www.instagram.com/sculpturesofdurham). Each month, PRAC will award the photographer of the best liked photo on Instagram \$50.

List of over 70 public outdoor art forms can be downloaded [https://pineridgearts.org/forms/locations\\_SculpturesOfDurham.pdf](https://pineridgearts.org/forms/locations_SculpturesOfDurham.pdf)

## Saturday, February 27, 2021

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## NoRth: Abstract Winter Landscapes

Date and Time: Saturday, February 27 12:00 pm - 5:00 pm

Address: Scugog Arts Space - 175 B Queen St, Port Perry

From February 20th to March 23rd take in the beauty of the NoRth at the Scugog Arts Space. **NoRth** is an exhibition of abstract winter landscapes in acrylic by Leslie Beauchamp. Leslie paints what most ignore, seeing the beauty in the landscape of the north even during the bleakest times. **NoRth** is a reflection of how even the dullest of seasons can evoke beauty and comfort.

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## **DCAF Black History Month Event**

Date and Time: Saturday, February 27 7:00 pm - 8:00 pm

Address: Virtual

A mini-documentary showcasing the artwork, lives and impact of pioneering Black people in our communities.

The YouTube link will be sent 24 hours before the show.

Though Black History Month is confined to the month of February we at The Durham Children's Aid Foundation will be highlighting the many influential and successful Black people within The Durham Region throughout the remainder of the year.

Please don't hesitate to share this event with a friend to amplify Black voices and Black History this Month. Thank you for joining us and helping to shine a light on these amazing people!

Tag us in your virtual watch parties using #durhamblack21

## **Sunday, February 28, 2021**

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### **Tea & Talk from Home: Oshawa's Black History - One Family's Story**

Date and Time: Sunday, February 28 1:00 pm - 2:30 pm

Address: 1450 Simcoe Street South, Lakeview Park, Guy House

Archivist, Jennifer Weymark, explains how the Oshawa Museum learned about one of the first Black families in Oshawa.

This lecture traces the lives of one of Oshawa's first Black families. We follow the matriarch Wealthy as she travels from Vermont to Lower Canada and finally Upper Canada. Four generations of this family, living everyday lives, have exposed the biases and prejudice of the time, but also the strength and courage of conviction they had.

This is an online event via Zoom.

<https://calendar.durham.ca>