

## **Tuesday, March 1, 2022**

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

Date and Time: Tuesday, March 1 9:30 am

### **Web Presence 101 - Ensuring Your Foundation Is Set (Digital Main Street)**

Date and Time: Tuesday, March 1 10:00 am - 11:30 am

Your customers are on the web. Having a strategy for your online presence allows you to market your small business online so customers can easily find you. In this workshop hosted by the Toronto Digital Service Squad they'll discuss the importance of getting your business online and where to start with developing your online presence.

## **Wednesday, March 2, 2022**

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### **Works Committee Meeting**

Date and Time: Wednesday, March 2 9:30 am

### **Transit Executive Committee Meeting**

Date and Time: Wednesday, March 2 1:30 pm

### **SEO Fundamentals: Online Webinar (Digital Main Street Webinar Series)**

Date and Time: Wednesday, March 2 7:00 pm - 8:30 pm

You have a website, but how do customers find it? You need to drive traffic to your website by making sure your business shows up on Google when customers search. This beginner-level workshop will teach you how to connect your business to customer searches on Google and how to optimize your website and digital presence for Google, without costing you money.

## **Thursday, March 3, 2022**

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### **Connect Women: Leadership Redefined (Whitby Chamber of Commerce)**

Date and Time: Thursday, March 3 8:00 am - 5:00 pm

Address: Ajax Convention Centre, 550 Beck Crescent, Ajax

Welcome to the 11th annual Connect Women conference: Leadership Redefined!

Leadership is considered a constant state of learning, developing and redefining your skills. Let's explore leadership attributes and how they've evolved and been defined and redefined for women by history, world events and personal growth. What characterizes strong leadership presence and could attributes include: community, humility and consensus?

Join us for this full-day conference and explore this theme with women from various walks of life and experiences. This in-person full-day conference includes amazing panelists, speakers, a very unique workshop and a business expo.

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

Date and Time: Thursday, March 3 9:30 am

## **BACD Business Fundamentals: Financials and Operations**

Date and Time: Thursday, March 3 9:30 am - 11:30 am

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.

## **AGM and Mayors Luncheon (Scugog Chamber of Commerce)**

Date and Time: Thursday, March 3 11:00 am - 2:00 pm

Address: Latcham Centre, 121 Queen St., Port Perry

Join us for a 2021 year in review by the Scugog Chamber of Commerce as well as an address by her Worship Mayor Bobbie Drew.

## **How An Online Store Can Boost Your Business: Free Ontario Program (Digital Main Street)**

Date and Time: Thursday, March 3 11:30 am - 12:30 pm

How an Online Store Can Boost Your Business: Free Program Funded by the Province of Ontario and corporate partners

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?

## Friday, March 4, 2022

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### Art Exhibition: prayers for a word (or a lack that builds the world) by Joshua Vettivelu

Date and Time: Friday, March 4 10:00 am - 4:00 pm

Address: Visual Arts Centre of Clarington, 143 Simpson Ave, Bowmanville, ON

February 4 - March 6, 2022, weekends only, Friday - Sunday, 10:00 am to 4:00 pm

Joshua Vettivelu's installation, *prayers for a word (or a lack that builds the world)* presents hundreds of slowly melting castings of their grandmother's hands, made out of beeswax infused with 'Ceylon' cinnamon.

Vettivelu's research investigates how the language we use to understand ourselves is informed by the material conditions that surround us. *Prayers for a word (a lack that builds the world)* connects the material history of the spice trade with the psychic impact of European missionary work to explore how frameworks of redemption and salvation have been used to ensure enthusiastic labour and unfettered access to resources.

The installation is intentionally housed in the Visual Art Centre of Clarington, recalling its role as a decommissioned barley mill. The building was constructed in 1905 for the processing of grits and barley, later revitalized into a hub of cultural production by the Town of Newcastle in 1976. In collaboration with Nicolas Fleming and Andreas Buchwaldt, Vettivelu refigures the VAC's architecture into a factory that continually produces and destroys something that is simultaneously material and immaterial, public yet deeply private.

### So You Think You Want to Farm?

Date and Time: Friday, March 4 11:30 am - 1:00 pm

Are you an aspiring farmer, interested in starting a farming business? This FREE webinar series will help you assess your fit and identify considerations to assess with this new opportunity.

Through the 2 webinars, participants will learn about:

- What it takes to farm and the realities of modern farming
- Navigating financing and business planning
- Real-world case examples from successful new farm businesses

Part 1: March 4, 2022

Part 2: March 11, 2022

## Saturday, March 5, 2022

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## Art Exhibition: prayers for a word (or a lack that builds the world) by Joshua Vettivelu

Date and Time: Saturday, March 5 10:00 am - 4:00 pm

Address: Visual Arts Centre of Clarington, 143 Simpson Ave, Bowmanville, ON

February 4 - March 6, 2022, weekends only, Friday - Sunday, 10:00 am to 4:00 pm

Joshua Vettivelu's installation, *prayers for a word (or a lack that builds the world)* presents hundreds of slowly melting castings of their grandmother's hands, made out of beeswax infused with 'Ceylon' cinnamon.

Vettivelu's research investigates how the language we use to understand ourselves is informed by the material conditions that surround us. *Prayers for a word (a lack that builds the world)* connects the material history of the spice trade with the psychic impact of European missionary work to explore how frameworks of redemption and salvation have been used to ensure enthusiastic labour and unfettered access to resources.

The installation is intentionally housed in the Visual Art Centre of Clarington, recalling its role as a decommissioned barley mill. The building was constructed in 1905 for the processing of grits and barley, later revitalized into a hub of cultural production by the Town of Newcastle in 1976. In collaboration with Nicolas Fleming and Andreas Buchwaldt, Vettivelu refigures the VAC's architecture into a factory that continually produces and destroys something that is simultaneously material and immaterial, public yet deeply private.

### Artist talk: prayers for a word (or a lack that builds the world)

Date and Time: Saturday, March 5 2:00 pm - 4:00 pm

Address: Visual Arts Centre of Clarington, 143 Simpson Ave, Bowmanville, ON

Join us on an artist-led tour and talk with Joshua Vettivelu as they discuss their exhibition *prayers for a word (or a lack that builds the world)* on Saturday, March 5, 2022. This final installment of *Public Space*, curated by Matthew Kyba, features hundreds of castings of the artist's grandmother's hands, created using beeswax infused with 'Ceylon' cinnamon.

Vettivelu's research investigates how the language we use to understand ourselves is informed by the material conditions that surround us. *Prayers for a word (a lack that builds the world)* connects the material history of the spice trade with the psychic impact of European missionary work to explore how frameworks of redemption and salvation have been used to ensure enthusiastic labour and unfettered access to resources.

The installation is intentionally housed in the Visual Arts Centre of Clarington (VAC), recalling its role as a decommissioned barley mill. The building was constructed in 1905 for the processing of grits and barley, later revitalized into a hub of cultural production by the Town of Newcastle in 1976. *Prayers for a word (a lack that builds the world)* is the last iteration of the VAC's collaboration-based exhibition *Public Space*. In collaboration with Nicolas Fleming and Andreas Buchwaldt, Vettivelu reconfigures the VAC's architecture into a factory that continually produces and destroys something that is simultaneously material and immaterial, public yet deeply private.

**Please note** that Joshua Vettivelu will also be leading an artist talk from 12:00 - 2:00 pm for visitors registered to arrive by shuttle bus (registration required). The gallery will be closed to other guests during this time. If you require transportation from Toronto, we encourage you to register for the **free** shuttle bus to attend the first artist talk of the day. More information can be found here: <https://tinyurl.com/2p964chw>

## Sunday, March 6, 2022

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## Art Exhibition: prayers for a word (or a lack that builds the world) by Joshua Vettivelu

Date and Time: Sunday, March 6 10:00 am - 4:00 pm

Address: Visual Arts Centre of Clarington, 143 Simpson Ave, Bowmanville, ON

February 4 - March 6, 2022, weekends only, Friday - Sunday, 10:00 am to 4:00 pm

Joshua Vettivelu's installation, *prayers for a word (or a lack that builds the world)* presents hundreds of slowly melting castings of their grandmother's hands, made out of beeswax infused with 'Ceylon' cinnamon.

Vettivelu's research investigates how the language we use to understand ourselves is informed by the material conditions that surround us. *Prayers for a word (a lack that builds the world)* connects the material history of the spice trade with the psychic impact of European missionary work to explore how frameworks of redemption and salvation have been used to ensure enthusiastic labour and unfettered access to resources.

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## Monday, March 7, 2022

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### International Women's Day: Break the Bias

Date and Time: Monday, March 7 7:00 pm - 8:30 pm



## You're invited to attend Durham Region's International Women's Day celebration!

This exciting virtual event is hosted by the Region's International Women's Day Committee and will celebrate the achievements of women and the contributions they continue to make in Durham Region. It aims to raise awareness against bias and empowers us to take action to create a gender equal world. Collectively we can all #BreakTheBias.

The event will feature keynote speaker, Chief Kelly LaRocca of the Mississaugas of Scugog Island First Nation and includes performances from women in Durham.

The International Women's Day Committee is a partnership between the Region of Durham; Mississaugas of Scugog Island First Nation, Canadian Council of Muslim Women, Durham Chapter; Congress of Black Women, Oshawa/Whitby Chapter; Hispanic Canadian Alliance of Durham; Womxn of Colour Durham Collective; Women's Multicultural Resource and Counselling Centre of Durham and YWCA Durham.

### **Event Details**

**Date:** Monday, March 7, 2022

**Time:** 7 to 8:30 p.m.

**Event link:** [Join event](#)

Registration is not required. **For viewing on a mobile device, please download and install the free Microsoft Teams app prior to the event.** We look forward to seeing you there.

## **Tuesday, March 8, 2022**

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

Date and Time: Tuesday, March 8 7:30 am - 9:30 am

Address: Symposium Cafe Restaurant and Lounge, Ajax, 338 Rossland Rd E, Ajax

Join business owners, entrepreneurs and business professionals for this opportunity to network your business. Each networking registration includes: a full breakfast, shared display table for your marketing materials and entry into business card draw(s). We encourage all those interested in attending to pre-register (below). Walk-ins may be accepted at the door - space permitted - however there will be an additional charge.

### **Finance and Administration Committee Meeting**

Date and Time: Tuesday, March 8 9:30 am

### **She Means Business – Women's Networking Event (BACD)**

Date and Time: Tuesday, March 8 12:00 pm - 2:00 pm

Calling all female ENTREPRENEURS & BUSINESS OWNERS! Join us virtually to celebrate International Women's Day and to connect authentically with like minded people. Take the opportunity to engage in interesting conversations, share your story and prioritize yourself and your business.

### **Social Media Content: Strategy and Planning (Digital Main Street Webinar Series)**

Date and Time: Tuesday, March 8 7:00 pm - 8:30 pm

Social media is a never satiated content beast - it's always hungry for more! It can be tough to keep up with social media content creation, but if you create and repurpose your content smartly, you can stay ahead of the curve. Discover how in t

his workshop, where you'll learn the tricks of how to efficiently plan a month's worth of social media content in one sitting.

## **Durham Agricultural Advisory Committee Meeting**

Date and Time: Tuesday, March 8 7:30 pm

## **Wednesday, March 9, 2022**

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### **Committee of the Whole Meeting**

Date and Time: Wednesday, March 9 9:30 am

### **C.O.R.A. Authentic Sales Conversations (BACD)**

Date and Time: Wednesday, March 9 9:30 am - 10:30 am

The number one ingredient in any successful sales conversation is you. You, connected into your reason for service and commitment to providing only the very best. The thing is, we get all up in our head. Having a process that will find the win/win in every sales conversation while leaving you both feeling amazing is the very thing that can change the course of your business.

## **Thursday, March 10, 2022**

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### **I Am... A Woman in Business (Ajax Pickering Board of Trade)**

Date and Time: Thursday, March 10 8:00 am - 2:30 pm

Address: The Lake House Event Centre, 600 Liverpool Road, Pickering

Join us on Thursday, March 10 for our third event focusing on women in business.

Though everyone is welcome to attend, the purpose of this event is to inspire, share ideas, insights, visions and opportunities with women in business.

We have worked to bring you a variety of perspectives, with one goal in mind. To work together to build a strong network of business women who are making their mark on their respective industries.

### **How An Online Store Can Boost Your Business: Free Ontario Program (Digital Main Street)**

Date and Time: Thursday, March 10 11:30 am - 12:30 pm

How an Online Store Can Boost Your Business: Free Program Funded by the Province of Ontario and corporate partners

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?

## BACD Start Up Session

Date and Time: Thursday, March 10 2:00 pm - 3:30 pm

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.

## Harlem Globetrotters

Date and Time: Thursday, March 10 7:00 pm - 11:00 pm

Address: 99 Athol Street East

The World-Famous Harlem Globetrotters are bringing their newly reimagined Spread Game Tour to over 200 cities in 2021-2022 including the Tribute Communities Centre in Oshawa on March 10, 2022!

The Spread Game Tour is a basketball event like no other. Ankle-breaking moves, jaw-dropping swag, and rim-rattling dunks are only some of the thrill you can expect from this fully modernized show. Part streetball from the players who defined it, part interactive family entertainment, the new tour will show off the best of the Globetrotters in a dazzling exhibition of talent and game.

The Spread Game Tour introduces new premium fan experiences with unprecedented access and interaction, including celebrity court passes, meet and greets with players, and the #SQUADZONE, where fans have the opportunity to feel like part of the show.

For over 95 years, the Harlem Globetrotters organization has been committed to spreading joy through their artful athleticism and unparalleled basketball skill. The Globetrotters have always been global ambassadors of goodwill. The reimagined team is even more committed to bringing their voice to social justice conversations while inviting communities all over the U.S. to come together and recognize the power of our commonalities and celebrate our differences. The Globetrotters' mission, to spread game and bring family entertainment to the world, continues to drive them today.

Group rates available for groups of 10 or more!



## **Durham Environmental Advisory Committee Meeting**

Date and Time: Thursday, March 10 7:00 pm

## **Friday, March 11, 2022**

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### **So You Think You Want to Farm?**

Date and Time: Friday, March 11 11:30 am - 1:00 pm

Are you an aspiring farmer, interested in starting a farming business? This FREE webinar series will help you assess your fit and identify considerations to assess with this new opportunity.

Through the 2 webinars, participants will learn about:

- What it takes to farm and the realities of modern farming
- Navigating financing and business planning
- Real-world case examples from successful new farm businesses

Part 1: March 4, 2022

Part 2: March 11, 2022

## **Monday, March 14, 2022**

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

Date and Time: Monday, March 14 9:00 am - 4:30 pm

## **Tuesday, March 15, 2022**

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### **Social Media for Your Business (Digital Main Street)**

Date and Time: Tuesday, March 15 10:00 am - 11:30 am

Social media is an invaluable tool for today's business, whether you are just starting out or have been established for years. Not understanding how to use social media effectively can leave you overwhelmed and ultimately hurt your bottom line as your potential customers can easily find your competitors.

This workshop hosted by the Toronto Digital Service Squad will leave you with a better understanding of how to leverage the power of social media to grow your online community, drive sales and reduce marketing costs.

## **Wednesday, March 16, 2022**

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## **Izzy and the Mystery at the Mill Drive Thru tour**

Date and Time: Wednesday, March 16 10:00 am - 3:30 pm

Address: 3550 Greenwood Rd., Greenwood ON L0H 1H0

10-year old Izzy is the daughter of local constable, Charles Hadley. Set in 1830s Pickering, this drive-thru mystery experience is specifically for children (and the young at heart!). From your car, work together to help Izzy find clues to solve the mystery. Mr. Peak's freshly ground grain has gone missing at the local mill. It needs to be loaded on the next ship leaving the harbour! Can you help Izzy solve the mystery in time?

The program is done entirely from your car. Price is \$20 per car, not per person. Tour is approximately 45 minutes.

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

Date and Time: Wednesday, March 16 2:00 pm - 4:00 pm

Find out the differences between a business plan, a business model canvas and the planning required in starting your own business.

## **Thursday, March 17, 2022**

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### **Tax Relief Measure for Your Small Business (BACD)**

Date and Time: Thursday, March 17 9:30 am - 11:30 am

In this webinar, CRA Liaison officers will provide information on some COVID-19 Recovery Programs.

## **Izzy and the Mystery at the Mill Drive Thru tour**

Date and Time: Thursday, March 17 10:00 am - 3:30 pm

Address: 3550 Greenwood Rd., Greenwood ON L0H 1H0

10-year old Izzy is the daughter of local constable, Charles Hadley. Set in 1830s Pickering, this drive-thru mystery experience is specifically for children (and the young at heart!). From your car, work together to help Izzy find clues to solve the mystery. Mr. Peak's freshly ground grain has gone missing at the local mill. It needs to be loaded on the next ship leaving the harbour! Can you help Izzy solve the mystery in time?

The program is done entirely from your car. Price is \$20 per car, not per person. Tour is approximately 45 minutes.

### **How An Online Store Can Boost Your Business: Free Ontario Program (Digital Main Street)**

Date and Time: Thursday, March 17 11:30 am - 12:30 pm

How an Online Store Can Boost Your Business: Free Program Funded by the Province of Ontario and corporate partners

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artists in just a matter of days. With ShopHERE, businesses get to expand their selling opportunities into the online market.

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- An e-commerce store customized with your information, theme, logo and branding
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- 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?

## Facebook and Instagram Advertising on a Small Budget (Digital Main Street Webinar Series)

Date and Time: Thursday, March 17 2:30 pm - 4:00 pm

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 fast paced, intermediate-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

## Friday, March 18, 2022

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### Durham Region Roundtable on Climate Change Meeting

Date and Time: Friday, March 18 10:00 am

### Izzy and the Mystery at the Mill Drive Thru tour

Date and Time: Friday, March 18 10:00 am - 3:30 pm

Address: 3550 Greenwood Rd., Greenwood ON L0H 1H0

10-year old Izzy is the daughter of local constable, Charles Hadley. Set in 1830s Pickering, this drive-thru mystery experience is specifically for children (and the young at heart!). From your car, work together to help Izzy find clues to solve the mystery. Mr. Peak's freshly ground grain has gone missing at the local mill. It needs to be loaded on the next ship leaving.

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## **Monday, March 21, 2022**

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

Date and Time: Monday, March 21 7:30 pm

## **Tuesday, March 22, 2022**

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### **Accessibility Advisory Committee Meeting**

Date and Time: Tuesday, March 22 1:00 pm

### **Transit Advisory Committee Meeting**

Date and Time: Tuesday, March 22 7:00 pm

## **Wednesday, March 23, 2022**

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### **Regional Council Meeting**

Date and Time: Wednesday, March 23 9:30 am

### **Google Analytics for Small Business (Digital Main Street Webinar Series)**

Date and Time: Wednesday, March 23 7:00 pm - 8:30 pm

Ever wondered who's visiting your website, and what they're doing there? Google Analytics can tell you all of that and more. Discover the fundamentals of Google Analytics' Universal Analytics (not GA4) in this beginner-level webinar.

## **Thursday, March 24, 2022**

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### **2022 General Meeting and Mayors' Breakfast Address sponsored by Grant Thornton LLP (Ajax Pickering Board of Trade)**

Date and Time: Thursday, March 24 7:30 am - 10:00 am

Address: Deer Creek Golf & Banquet Facility 2700 Audley Road Ajax, ON L1Z 1T7

Please join us for breakfast as His Worship Shaun Collier, Mayor of Ajax, and His Worship Dave Ryan, Mayor of Pickering, each address the crowd with an outline of past, present, and future happenings in their respective areas.

## **How An Online Store Can Boost Your Business: Free Ontario Program (Digital Main Street)**

Date and Time: Thursday, March 24 11:30 am - 12:30 pm

How an Online Store Can Boost Your Business: Free Program Funded by the Province of Ontario and corporate partners

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

## **BACD Start Up Session**

Date and Time: Thursday, March 24 6:00 pm - 7:30 pm

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.

## **Durham Region Anti-Racism Taskforce Committee Meeting**

Date and Time: Thursday, March 24 7:00 pm - 9:00 pm

## **Friday, March 25, 2022**

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### **Thinking of Diversifying Your Farm?**

Date and Time: Friday, March 25 11:30 am - 1:00 pm

Are you an existing farmer, interested in expanding your agri-business by adding a new or value-added enterprise to your operation? This FREE, 2-part Zoom webinar series will help you assess your fit and identify areas for consideration before taking on a new opportunity in your business.

Through the 2 sessions, participants will learn about:

- How to approach on-farm diversification by reviewing the numbers through enterprise analysis, marketing, pricing, business structures for a multi enterprise business, potential impacts to the existing operation and resources available to assist.
- Review land use considerations when considering the addition of Agriculture Related Uses and On-Farm Diversified Uses.
- Real-world examples from successful diversified farm businesses

Part 1: March 25, 2022

Part 2: April 1, 2022

## **Virtual Hackathon - Hack for Good: The Mental Health Project**

Date and Time: Friday, March 25 2:00 pm - 11:59 pm

Our goal is to provide a space for teams to collaborate and build tools that can help people with mental health issues or assist healthcare professionals. Teams may choose to address awareness, education, access to services, patient care or other related areas.

Hack for Good will be a virtual event once again this year! Teams will collaborate on the Hopin platform to create software prototypes that address mental health.

## **Sunday, March 27, 2022**

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### **Tea & Talk from Home: Wish You Were Here**

Date and Time: Sunday, March 27 1:00 pm - 2:30 pm

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

Celebrate the start of Letter Writing Month with selections from the Museum's postcard collection!

The Oshawa Museum is home to hundreds of postcards. Come along on a sentimental journey as we compare Oshawa's past and present through a series of postcards. Text on the reverse of these postcards gives a compelling look into what life was like in Oshawa during the 20th century.

This Zoom event occurs on Sunday, March 27, at 1 pm. Tickets are \$5 per person.

## **Tuesday, March 29, 2022**

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### **Workforce Summit 2.0: Winning the War for Talent (Toronto Region Board of Trade)**

Date and Time: Tuesday, March 29 9:00 am - 4:30 pm

The Toronto region is the fastest growing urban area in North America and has become a centre for the world's top talent. But the impacts of the pandemic – including remote work, increased burnout, immigration barriers and everyday stresses – have disrupted established workforce patterns. Organizations are now in a war for talent across all industries and skill levels, struggling to retain and attract the workers they need to succeed. The talent pipeline that our future depends on is in jeopardy, and the actions we take today will determine our region's trajectory.

With this in mind, the second annual TRBOT Workforce Summit will assemble business and thought leaders to get to the root of these monumental challenges and unlock solutions to leverage the global talent pool and identify what organizations need to do to win.

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

Date and Time: Tuesday, March 29 9:30 am - 11:30 am

The Marketing and Sales session is an introduction to the marketing and sales strategy (aka plan) necessary to grow your business. Marketing is imperative to building sales for your business.

## **eCommerce 101: What, why, and how. (Digital Main Street)**

Date and Time: Tuesday, March 29 10:00 am - 11:30 am

More consumers than ever before are turning to online shopping for greater convenience, safety, and variety. In this webinar, the Toronto Digital Service Squad will teach you the basic steps to setting up an online store. We will cover everything from what you need to prepare before launching a store, to choosing an e-commerce platform, to providing excellent customer service online. You'll finish this session feeling excited about how e-commerce can help you reach new customers and expand into different markets.

## **Virtual BACD Biz Lunch**

Date and Time: Tuesday, March 29 12:30 pm - 1:30 pm

Meet, network, connect and share your services and ideas with other local businesses, during this virtual event.

## **Social Media for Small Business: Online Webinar (Digital Main Street Webinar Series)**

Date and Time: Tuesday, March 29 7:00 pm - 8:30 pm

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.

## **Wednesday, March 30, 2022**

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## **Mayor's State of the City Address (Oshawa Chamber of Commerce)**

Date and Time: Wednesday, March 30 12:00 pm - 2:00 pm

Oshawa is growing in ways and at a rate that most of us have not seen in our lifetimes. Join Oshawa mayor Dan Carter and your Greater Oshawa Chamber of Commerce to get all the insights you need to understand how our city is navigating this growth and change.

## **Thursday, March 31, 2022**

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### **Startup Grind with Saleema Khimji, Entrepreneur and Innovation Leader**

Date and Time: Thursday, March 31 10:00 am - 11:30 am

Join Spark Centre at Startup Grind on March 31<sup>st</sup> as Founder of the MicDrop Agency, Katie Zeppieri, sits down with Entrepreneur and Innovation Leader, Saleema Khimji!

Armed with a legal background and IP and partnerships expertise, Saleema has a global career that spans multiple continents and disciplines including her role as Chief Innovation Officer for MCI Onehealth Technologies Inc.. Having learned first-hand that the best innovations come from the cross-pollination of information and insights from diverse industries and people, Saleema has a thorough understanding of creating synergy across cultures, verticals and geographies, making her a highly sought-after thought leader and speaker in the innovation space.

From how she “walked the walk” when it comes to patents and nurturing technologies through the development life cycle and how she co-invented an AI-based sensor technology for pharma and medical applications to her passion for mentoring young women in STEM and more, this is a Startup Grind you won’t want to miss!

### **How An Online Store Can Boost Your Business: Free Ontario Program (Digital Main Street)**

Date and Time: Thursday, March 31 11:30 am - 12:30 pm

How an Online Store Can Boost Your Business: Free Program Funded by the Province of Ontario and corporate partners

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?



# Durham Active Transportation Committee Meeting

Date and Time: Thursday, March 31 7:00 pm

<https://calendar.durham.ca>