

## **Monday, June 1, 2020**

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

Date and Time: Monday, June 1 1:00 pm - 3:00 pm

## **Tuesday, June 2, 2020**

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### **What's Brewing: Virtual Edition (Oshawa Chamber)**

Date and Time: Tuesday, June 2 8:00 am - 9:00 am

Address: Webinar

Virtual video conference networking session with Oshawa Chamber of Commerce.

### **Taking Stock – How is Your Maker Business Really Doing?**

Date and Time: Tuesday, June 2 9:30 am - 12:00 pm

Address: Webinar

Every business owner should analyze the performance of her business midyear. This is particularly important for Makers. The third and fourth quarter have the greatest impact on the sales of a maker business. This workshop will help Makers to determine how to best prepare for the most lucrative periods of the year. The workshop will lead participants through an in-depth analysis which will identify sales drivers and revenue drains. In addition it will describe how to apply the results to adjusting your strategy for the balance of the year, especially the all-important Christmas season.

Main elements of the workshop:

- Identifying Strengths, Weaknesses, Opportunities and Threats
- Setting strategic priorities
- Translating strategy into actions
- What is in it for you?
- The workshop offers 3 main benefits:
- Up-to-date insight into the main structures of your business
- Meaningful adjustments to business strategy
- Optimization of sales and profits

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

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

## Digital Mindset Program: Rapid Decision-Making Workshop

Date and Time: Tuesday, June 2 9:30 am - 12:00 pm

Address: Webinar

RDM helps business owners to shortlist their biggest challenge, break the challenge down into smaller chunks, and prioritize and solution the smaller challenges.

How will this work: We will identify three or four businesses. Ask them to submit some of the challenges they would like to solve for their business. Find one challenge common to all, and help them solve that challenge in this workshop.

Outcome: Each business will leave with a tangible action plan to start solving the problem.

Digital Mindset Program provides business decision makers with simple but highly effective tools to build their online business models. The program helps to learn the possible risks associated with the generating the customer-base, provides tools to quickly analyse the problems and design solutions, and set up key objectives and results to measure the success.

## Tweak Your Networking for Online

Date and Time: Tuesday, June 2 10:00 am - 10:45 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.

## Planning for CRM Success

Date and Time: Tuesday, June 2 10:00 am - 12:00 pm

Address: Webinar

Customer Relationship Management is the business philosophy that lets you **know your customers better**, **share information more thoroughly**, and **interact more completely**. In business this can only be achieved through the integration of people, business processes, and the use of CRM technology. This session shows you a step by step game plan on **how to successfully implement CRM strategies**, technologies and processes into your business.

This is a non-technical session designed for business professionals on how to plan and implement CRM strategies. It is based on the integration of the best practices in business processes, people skills development and CRM technology.

## Clarrington Board of Trade and Office of Economic Development - Quickswitch Webinar

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

Address: Webinar

Sell online. Sell in-store. It's time to adapt. The world has turned on its head with the introduction of COVID-19. Our webinars are here to show you how to grow during these weird and unprecedented times.

Join CBOT and Kleurvision and learn about omnichannel sales ideas and opportunities for your business. We'll discuss tactics and strategies, logistics, digital marketing and ecommerce setup, and go through the communications, pitfalls, and successes of pivoting your business to react to current times.

## **Speaker Rewind: Siobhan Calderbank (Whitby Chamber)**

Date and Time: Tuesday, June 2 4:00 pm - 5:00 pm

Address: Webinar

Missed one of our signature events? Speaker Rewind is your chance to hear from some of our favourite guest speakers – they're back in an online webinar format to bring you new insights.

Leading others during unprecedented times can be challenging. This becomes even more difficult when you are in the peak of the change and uncertain as to what the next normal will look like. Siobhan Calderbank is the Director of Talent Management at the LCBO. She is an expert in change management and leadership. In this one hour webinar, Calderbank will discuss five top leadership challenges during a crisis and how to authentically lead with intention and purpose

## **Wednesday, June 3, 2020**

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### **Brooklin Java Jolt (Whitby Chamber)**

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

Address: Webinar

Every other Wednesday, the Whitby Chamber of Commerce (WCC) facilitates member-driven Java Jolt gatherings at Copper Branch located in Brooklin. Java Jolts bring together local business people and professionals in a casual setting to discuss common challenges, build supportive networks and mastermind approaches that boost results.

### **Durham Regional Local Housing Corporation Board Meeting**

Date and Time: Wednesday, June 3 9:00 am - 9:30 am

### **Works Committee Meeting**

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

## Moving Forward in Difficult Times: Part 2 Adopt thinking habits to think your way to success

Date and Time: Wednesday, June 3 9:30 am - 11:30 am

Address: Webinar

Learn from internationally respected John Maxwell. A leadership expert who has written over 100 books on leadership, owner of the John Maxwell Team and currently leading 33,000 coaches worldwide and growing. Learn John's leadership principles and practices of leading through crisis, the lessons he has learned and what he is currently experiencing as he leads in this global crisis.

Why attend:

Opportunity to leverage your peers – other business owners who are in the same boat as you but have different experiences that everyone can learn from.

Opportunity to network through interactive exercises

Key Takeaways:

- Practical ways to maneuver through times of difficulty and adversity
- Principles and Practices such as:
- Flexibility – having adaptability and agility
- Authenticity -Your Character in a Crisis
- Adopt successful thinking habits to think your way through any success
- Real leaders in Crisis do three things: show up early, show up with clarity, and show up with hope.
- Increased awareness of how to lead your business through this crisis and gaining traction

## Turning the 'New Normal' into a Big Win

Date and Time: Wednesday, June 3 1:00 pm - 2:00 pm

Address: Webinar

As part of the Durham Business Recovery Series, we have partnered with Andrea Bisenberger and Dustin Kello w from Durham HR Solutions (a division of Durham Recruiting) to share some key insights for business owners and leaders

**RE: How the re-imagining of the workplace can be a HUGE opportunity for you!**

Format:

- 20-25 minute overview of 5 key topic areas presented by Andrea and Dustin
- 40 minute Q&A / Open Forum with attendees

As we re-establish operations, businesses have an amazing opportunity to showcase their leadership and level up when it comes to employee engagement and inclusion. It has been widely proven that engaged employees are significantly more productive vs. disengaged and with businesses having to adjust and re-imagine their workplace, now is an excellent time to reset expectations and shine as leaders. We will share with you a roadmap that includes 5 key sequential steps your business could consider to turn this new normal from a negative into a major win for your entire business!

Areas that will be covered:

1. Ensuring you're prepared: Safety guidelines as per Ontario Government

2. Develop/implement/demonstrate new processes & policies to ensure safety
3. Communication strategy: To employees, clients/customers and vendors
4. Listen, Inspire and motivate: Working collectively, ask for feedback, provide feedback, assign team members to help facilitate changes
5. Prepare for Changes: Adapt and be flexible as new government guidelines are mandated. Prepare for Phase 2 and 3

A Zoom link to join this meeting will be sent in advance to registrants. Please plan to join ten minutes early to ensure your connectivity.

## **Transit Executive Committee Meeting**

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

## **BACD Business Plan Masterclass (BACD)**

Date and Time: Wednesday, June 3 2:00 pm - 4:00 pm

Address: Webinar

Are you already in business and wanting to put together your business plan for growth or financing options? If you are new to business, start with our Start Up Session and Business Fundamentals. This hands on masterclass will take you through the steps of writing your business plan and financial projections.

## **Oshawa's Virtual Town Hall Series (Oshawa Chamber)**

Date and Time: Wednesday, June 3 6:30 pm - 7:30 pm

Address: Webinar

Oshawa residents, business owners and community members are encouraged to join the City for a virtual Town Hall every other Wednesday to ask questions, listen in and learn more about the City's efforts during this difficult time.

## **Thursday, June 4, 2020**

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## **Driving Innovation Series: Smart & Safe Cities**

Date and Time: Thursday, June 4 9:00 am - 11:00 am

Address: Webinar

Driving Innovation is a series of events that aim to connect startups and SMEs in the EV and C/AV sector with industry leaders, municipalities and communities in Durham Region, Northumberland County and Eastern Ontario. Through a format of lively panel discussions, participants in this series will engage with thought leaders to discuss the challenges and opportunities that matter most.

Join us as we set the stage for lively debate on accelerating the pace of demonstrations and adoption of new

technologies within the C/AV industry. Following each panel discussion, a live Q&A session will take place between attendees and panelists.

## IP Online Workshop - A Deeper Dive on Patents

Date and Time: Thursday, June 4 9:00 am - 10:00 am

Address: Webinar

This workshop will teach you the steps that you should follow in gathering information for an invention, determining whether the invention is patentable by considering the different patentability criteria, and determining an appropriate filing strategy to protect the invention.

## Health and Social Services Committee Meeting

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

## Design Like A Pro With Canva

Date and Time: Thursday, June 4 11:00 am - 12:30 pm

Address: Webinar

Hi-quality graphics are important for creating a professional look on your social media profiles and other marketing materials. Hiring a graphic designer is ideal, but what if you can't afford it and you don't have the right skills to do it yourself? No need to struggle, because with Canva there's a solution!

Canva is a free tool that lets you combine images and text for any social media platform to promote your business. There are thousands of free photos and design templates to help you get started today! Best of all, it's easy to use.

During this seminar, participants will learn how to make designs of various sizes and types, find engaging images, compose stunning layouts and add impactful text.

## Friday, June 5, 2020

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## Social Selling for Startups the LinkedIn Way

Date and Time: Friday, June 5 10:00 am - 12:00 pm

Address: Webinar

Rick McCutcheon, Certified Sales Professional, will be joining us on June 5th for **Social Selling for Startups - The LinkedIn Way Online Workshop**. This session has a value of \$395.00 per person, but is being offered by Spark Centre at no cost to you **during COVID-19**.

## Social Networking for Startups - The LinkedIn Way

Leveraging the right approach to social selling is like having a customized blueprint for business success. In this workshop we will look at how to fully leverage the power of LinkedIn - the "Social Platform of Choice" for Business Professionals - to grow your professional network.

This workshop will demonstrate how to leverage LinkedIn to be seen as an "Industry Thought Leader", how to grow your business network, and create an effective public portfolio. You will get professional recommendations and learn how to generate a limitless supply of business contacts and referrals.

### **Industry Insights: Construction (Whitby Chamber)**

Date and Time: Friday, June 5 10:30 am - 12:00 pm

Address: Webinar

The Industry Insights round table series welcomes individuals from specific sectors to join together, share resources and discuss challenges. Do you work in the construction industry? This event is for you!

Limited space is available.

## **Saturday, June 6, 2020**

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### **Crunching Covid: Virtual Isolation Workout Session (Oshawa Chamber)**

Date and Time: Saturday, June 6 8:00 am - 8:40 am

Address: Webinar

Isolation throwing a wrench into your fitness routine? Join us for a fun session geared towards getting your body moving. We will target specific areas of the body to allow you to move better and gain strength, but the main focus will be on conditioning to release specific hormones that make working out feel good all from the comfort of your living room!

## **Tuesday, June 9, 2020**

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### **What's Brewing: Virtual Edition (Oshawa Chamber)**

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

Address: Webinar

Virtual video conference networking session with Oshawa Chamber of Commerce.

### **Leading Through Crisis and Adversity (Whitby Chamber Community Event)**

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

Address: Webinar

Recent events swirling around us that began almost 3 months ago have reminded us of a stark reality: we cannot escape crisis situations. Although unable to avoid them, we can learn to lead people through them. In fact, dark, difficult times may be the moments when leadership is needed the most.

While very few of us will ever be responsible to lead in the aftermath of a large-scale catastrophe, we all encounter times of intense difficulty within our organizations and our communities. By nature, a crisis urgently demands attention, and yet it can be difficult to know how to respond to sudden adversity.

Join a complimentary virtual discussion about the lessons John Maxwell shared on the pandemic COVID-19 crisis forcing leaders to lead through difficult times. You will learn to apply the lessons from John on understanding fear, seeing the big picture, and overcoming challenges.

## **Finance and Administration Committee Meeting**

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

## **Digital Mindset Program: Customer Segmentation & Value Proposition**

Date and Time: Tuesday, June 9 9:30 am - 12:00 pm

Address: Webinar

Business owners will identify their common customer profiles. Using Value Proposition Canvas, understand the pains (relieved) and gains (created). Calculate the high-level LTV for each customer profile.

How will this work: We will identify a customer segment that is common to all the participating businesses. This will help us to do some research on the target customer profile for the presentation.

Outcome: Each business will get a complete overview of the problems they solve for the customer and gains they create. Also, LTV will help them to understand the value of the customer for their business, which will help in determining the marketing budget for that customer segment.

Digital Mindset Program provides business decision makers with simple but highly effective tools to build their online business models. The program helps to learn the possible risks associated with the generating the customer-base, provides tools to quickly analyze the problems and design solutions, and set up key objectives and results to measure the success.

## **Back To Business: Decoding Covid (Oshawa Chamber)**

Date and Time: Tuesday, June 9 1:00 pm

Address: Webinar

Catch us live with interviews on Instagram every Tuesday and Thursday at 1 p.m. with local businesses to discuss Covid effects, how they're adapting and their plan for recovery!

## **Canada Revenue Agency: Corporate Tax Seminar**



Date and Time: Tuesday, June 9 2:00 pm - 4:00 pm

Address: Webinar

If you have Corporate tax-related questions, here is your chance to get them answered!

The seminar will be presented by CRA professionals and will help you learn about:

- Business tax deductions
- Common tax errors
- Helpful tools and services offered by the CRA
- General bookkeeping concepts and best practices

The Canada Revenue Agency (CRA) administers tax laws for the Government of Canada and for most provinces and territories, and administers various social and economic benefit and incentive programs delivered through the tax system.

The attendee's will gain knowledge in tax-related matters, for example, how to determine eligible business expenses. They will be able to ask questions regarding their tax issues.

## **Durham Agricultural Advisory Committee Meeting**

Date and Time: Tuesday, June 9 7:30 pm

## **Wednesday, June 10, 2020**

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### **\*\*CANCELLED\*\* Food Safety Training & Certification**

Date and Time: Wednesday, June 10 9:00 am - 4:30 pm

Address: Regional Municipality of Durham Headquarters - Room 1G, 605 Rossland Road East, Whitby

One out of three Canadians will get sick from food this year. The cause is often mistakes made by food industry workers, who are responsible for preventing these illnesses. Education is an effective way to prevent illness.

Due to COVID-19, all food safety training courses have been cancelled and future course dates have been put on hold. We will not be accepting new registrations until further notice. [Please see a list of online food safety training options.](#)

## **Moving Forward in Difficult Times: Part 3 Behavioural intelligence to connect with ideal customers and prospects**

Date and Time: Wednesday, June 10 9:30 am - 11:30 am

Address: Webinar

## Why attend:

- Opportunity to learn how you can move your business forward using behavioural intelligence
- Increase your communication skills by learning the triggers that can cause disconnects, anxiety fear and anger.
- Regain traction to move forward in your business
- Interactive exercises that increase awareness.
- Opportunity to network and leverage your peers – other business owners who are in the same boat as you but have different experiences that everyone can learn from.

## Key Takeaways:

- Learn how you can use behavioural intelligence to connect with your existing customer, more importantly with your prospects whom you don't even know.
- Learn key strategies to recognizing behavioural styles in the way they think, communicate, including the fears and anxieties that trigger them.
- Gain awareness of how crisis impacts people differently, depending on how they're wired. Understanding how you're clients may be processing this pandemic and conveying that you understand, will increase connection and allow for your communication to be heard.
- Discover you're own unique behaviour style, recognizing your strengths, limitations, expectations, fears and more importantly blind spots (what do you do that may disconnect you from others).

## Committee of the Whole Meeting

Date and Time: Wednesday, June 10 9:30 am

## Cybersecurity For Remote Work Teams (Oshawa Chamber)

Date and Time: Wednesday, June 10 12:00 pm - 1:00 pm

Address: Webinar

This webinar is designed to help businesses who have unexpectedly found themselves managing a 100% remote connected workforce, and don't know whether those remote resources are operating in a safe and secure manner . We will review the elements required from an organization's perspective in order to support remote users, and we will review tips for those end users who should be focused on their families instead of the possibility of a cyberattack.

## Free Virtual Event: The Honourable Rod Phillips - Reopening Ontario

Date and Time: Wednesday, June 10 12:00 pm - 1:00 pm

Address: Webinar

Ontario's Government is gradually reopening the province, prioritizing people's health and safety, while also charting the path for economic recovery. Turning the economy back on is not as easy as flipping a switch.

Join Canadian Club Toronto on June 10 for a conversation with the Honourable Rod Phillips, Minister of Finance, Chair of the Ontario's Jobs and Recovery Committee, and MPP for Ajax, about how the government plans to restart the province from a position of strength. Minister Phillips will be joined in conversation with Sevaun Palvetzian, Chief Communications Officer, Rogers Communications.

## **BACD Business Fundamentals: Business Planning (BACD)**

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

## **Thursday, June 11, 2020**

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### **BACD Start Up Session**

Date and Time: Thursday, June 11 9:30 am - 11:00 am

Address: Webinar

This session covers the essential steps to starting a small business in Ontario including registering a business name, licenses & permits, HST, business banking, insurance and hiring employees.

### **Back To Business: Decoding Covid (Oshawa Chamber)**

Date and Time: Thursday, June 11 1:00 pm

Address: Webinar

Catch us live with interviews on Instagram every Tuesday and Thursday at 1 p.m. with local businesses to discuss Covid effects, how they're adapting and their plan for recovery!

### **The No BS Approach to Social Media**

Date and Time: Thursday, June 11 2:00 pm - 4:30 pm

Address: Webinar

There is a lot of noise and information around social media marketing. How do you cut through it to find what's good for you?

This humorous seminar and discussion provides the best social media marketing advice for small business owners based on 4 key lenses: Context, Platforms, Functions and Tools.

In this workshop we will cover:

- the context of business and social media,
- the platforms available to us,
- the different functions that make social media work on each platform, and
- methods for growth.

## Chamber on Tap (Whitby Chamber)

Date and Time: Thursday, June 11 4:30 pm - 6:00 pm

Address: Webinar

Chamber on Tap is now online!

Bring your own beverage and connect with fellow professionals in a casual, and digital, atmosphere. Same great program, from the comfort of your home.

Who should attend? Members and non-members interested in networking with fellow professionals Your staff (as everyone in your workplace is a member of the Whitby Chamber of Commerce)

## Durham Active Transportation Committee Meeting

Date and Time: Thursday, June 11 7:00 pm

## Friday, June 12, 2020

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### Ajax Pickering Board of Trade: Friday Feedback

Date and Time: Friday, June 12 9:00 am - 10:00 am

Address: Webinar

What best practices can you share about your personal COVID-19 experience? Wondering what your peers have been doing right (or wrong)?

Join the Ajax-Pickering Board of Trade for Friday Feedback! APBOT Executive Director Nicole Gibson facilitates and asks about your success through transition, plans for reopening, advocacy needs, and more. You will also be invited to bring your own questions for fellow business leaders and any attending experts.

This is a bi-weekly opportunity for organic conversation around, but not limited to, COVID-related issues.

Help us keep the business community strong. Fill your mug. Network. Share. Grow.

## Saturday, June 13, 2020

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### Port Perry Artists Association Spring Art Show & Sale

Date and Time: Saturday, June 13 10:00 am - 4:00 pm

Address: Scout Hall, 15585 Simcoe St N, Port Perry ON

Port Perry Artists Associations annual Spring Art Show & Sale. Original artwork by talented local artists for sh

ow & sale. Free admission and refreshments, daily draws, credit and debit cards accepted.

Scout Hall, 15585 Simcoe St N, Port Perry ON

wheelchair accessible

## Sunday, June 14, 2020

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### Port Perry Artists Association Spring Art Show & Sale

Date and Time: Sunday, June 14 10:50 am - 4:50 pm

Address: Scout Hall, 15585 Simcoe St N, Port Perry ON

Port Perry Artists Associations annual Spring Art Show & Sale. Original artwork by talented local artists for show & sale. Free admission and refreshments, daily draws, credit and debit cards accepted.

Scout Hall, 15585 Simcoe St N, Port Perry ON

wheelchair accessible

## Monday, June 15, 2020

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### How To Adapt Your Business To Thrive In The New Normal

Date and Time: Monday, June 15 12:00 pm - 1:00 pm

Address: Webinar

The COVID-19 pandemic is disrupting our everyday habits and creating an unprecedented level of uncertainty for entrepreneurs.

You will need to adapt your business to the new economic reality. This free, live webinar will present a step-by-step approach to manage risks, create contingency plans and equip your business with a strategic vision that takes into account the changed landscape.

BDC Advisory Services experts will discuss the best practices to adapt your business to the current business environment. The Canadian Chamber of Commerce will share insights into its survey on Canadian business conditions as a result of the pandemic.

#### **You'll discover:**

- How economic conditions have changed for Canadian businesses
- How to develop a clear strategic direction for your business
- Tools to evaluate your current strategic situation and develop a way forward

- Stories of entrepreneurs who have successfully transformed their companies

The presentation is followed by a Q&A session with our experts.

## **Tuesday, June 16, 2020**

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### **What's Brewing?: Virtual Edition**

Date and Time: Tuesday, June 16 8:00 am - 9:00 am

Address: Webinar

Virtual video conference networking session with Oshawa Chamber of Commerce.

### **Digital Mindset Program: Digital Presence Workshop and Lightning Demos**

Date and Time: Tuesday, June 16 9:30 am - 12:00 pm

Address: Webinar

Business owners will provide an overview of their web presence. identify the opportunities to leverage their website and presence on other platforms (social, search and other marketplaces) to optimize their communication with desired audience.

How will this work: 50% classroom style presentation of how websites and digital media presence has helped companies to drive customer acquisition costs down, increase engagement and increase recurring sales. 50% researching and finding different kinds of products or services they would like to use as tools on their websites.

Digital Mindset Program provides business decision makers with simple but highly effective tools to build their online business models. The program helps to learn the possible risks associated with generating the customer base, provides tools to quickly analyze the problems and design solutions, and set up key objectives and results to measure the success.

### **Back to Busines: Decoding Covid**

Date and Time: Tuesday, June 16 1:00 pm - 1:15 pm

Address: Webinar

Catch us live with interviews on Instagram every Tuesday and Thursday at 1 p.m. with local businesses to discuss Covid effects, how they're adapting and their plan for recovery!

## **Wednesday, June 17, 2020**

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### **Brooklin Java Jolt**

Date and Time: Wednesday, June 17 8:30 am - 9:30 am

Address: Webinar

Every other Wednesday, the Whitby Chamber of Commerce (WCC) facilitates member-driven Java Jolt gatherings at Copper Branch located in Brooklin. Java Jolts bring together local business people and professionals in a casual setting to discuss common challenges, build supportive networks and mastermind approaches that boost results.

Not a WCC member? No problem, come check us out! Attend a couple of times to see if the Whitby Chamber of Commerce is for you.

### **Who should attend?**

- Members interested in networking in a casual setting
- Earlybirds and coffee lovers
- Non-members interested in testing out the Chamber to see if this is the place for them

Can't make it on Wednesdays? Join us at our Friday Java Jolts, hosted at The Food and Art Café in Downtown Whitby.

### **\*\*CANCELLED\*\* Ready, Set, Grow**

Date and Time: Wednesday, June 17 9:30 am - 1:30 pm

Address: EarlyON CFC Oshawa, 1 McGrigor Street, Oshawa

## **Do you have questions about your child's development, learning or speech?**

Attend a free drop-in for parents and caregivers of children birth to six years old. Bring your children and ask questions about learning, development and behaviour. Professionals from agencies will be present to answer your questions.

### **Why You Should Start A Podcast in 2020**

Date and Time: Wednesday, June 17 9:30 am - 12:00 pm

Address: Webinar

It has never been easier to start a podcast!

As a marketing option it gives you an endless stream of content, positions you as an expert and helps build relationships. Join Laura Watts to learn everything you need to know to get started with podcasting.

About Laura Watts

Double Take Content Creation

Laura Watts

[laura@doubletakecontentcreation.com](mailto:laura@doubletakecontentcreation.com)

Laura Watts is the CEO or, Chief Everything Officer, of Double Take Content Creation, a content writing and st

strategy company based in the Durham Region.

A business owner for the last six years, she has a background in Public Relations, Radio, and Television and is a graduate of the Journalism and Communications Media Advanced program from Mohawk College. She has been published in Durham Parent Magazine, Getting Organized Magazine, The Ajax News Advertiser, her college newspaper and other Metroland publications such as the Hamilton Spectator. She has also self-published a book on Amazon called, Double Take Closets. Laura has been blogging for the last ten years, and her blog was voted one of the top mom blogs in 2013 by Toronto Mom Now. A lifelong writer and creative, Laura always knew she would end up in a creative field. She finds marketing thoroughly interesting and loves to help business owners create fantastic content.

## **Thursday, June 18, 2020**

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### **2020 Mayors' Breakfast Address (Ajax Pickering Board of Trade)**

Date and Time: Thursday, June 18 9:00 am - 10:30 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 Kevin Ashe, Deputy Mayor of 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.

This year's Mayors' Breakfast Charity of Choice is the Alzheimer Society of Durham Region.

### **BACD Business Plan Masterclass (BACD)**

Date and Time: Thursday, June 18 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?

If you are new to business, start with our Start Up Session and Business Fundamentals. This hands on masterclass will take you through the steps of writing your business plan and financial projections.

### **2020 TD Economic Update (Oshawa Chamber of Commerce)**

Date and Time: Thursday, June 18 10:00 am - 11:00 am

Address: Webinar

Receive the latest insights and forecasts from TD Bank Group Vice President & Deputy Chief Economist, Derek Burleton as we navigate the current economic landscape. Opening remarks delivered by Oshawa Mayor Dan Carter.



## **Raising Financing during Turbulent Times**

Date and Time: Thursday, June 18 11:00 am

Address: Webinar

The first webinar in the series discusses the financing options available to start-up and pre-seed companies. Speaking with our panel of guests, we will outline funding strategies and explore opportunities for enterprises to successfully secure funding as they face the challenges of current market realities.

## **Back to Business: Decoding Covid**

Date and Time: Thursday, June 18 1:00 pm - 1:15 pm

Address: Webinar

Catch us live with interviews on Instagram every Tuesday and Thursday at 1 p.m. with local businesses to discuss Covid effects, how they're adapting and their plan for recovery!

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

Date and Time: Thursday, June 18 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.

## **Industry Insights: Not-for-Profit Organizations**

Date and Time: Thursday, June 18 2:30 pm - 4:00 pm

Address: Webinar

The Industry Insights round table series welcomes individuals from specific sectors to join together, share resources and discuss challenges.

Do you work in a not-for-profit organization? This event is for you!

Limited space is available.

## **Town Hall for the Business Community with Dr. Kyle**

Date and Time: Thursday, June 18 3:00 pm - 4:00 pm

Address: Webinar

Join Dr. Robert Kyle, Durham Region's Medical Officer of Health, and Lisa Fortuna from Durham Region Public Health Department to learn more about COVID-19 trends in Durham Region, information about personal protective equipment (PPE) protocols, social distancing and gain insight on what Stage 2 will look like for Durha

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**Speakers:**

Dr. Robert Kyle, Commissioner and Medical Officer of Health, Region of Durham

Lisa Fortuna, Director, Health Protection, Region of Durham

**Durham Environmental Advisory Committee Meeting**

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

**Friday, June 19, 2020**

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**Industry Insights: Food Services**

Date and Time: Friday, June 19 9:00 am - 10:30 am

Address: Webinar

The Industry Insights round table series welcomes individuals from specific sectors to join together, share resources and discuss challenges.

Do you work in the food service industry? This event is for you!

Limited space is available.

**Durham Region Roundtable on Climate Change Meeting**

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

**Durham Nuclear Health Committee Meeting**

Date and Time: Friday, June 19 1:00 pm

**Monday, June 22, 2020**

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**Land Division Committee Virtual Meeting**

Date and Time: Monday, June 22 9:00 am - 4:30 pm

# Excel – Mastering the Basics (Two Day Workshop)

Date and Time: Monday, June 22 10:00 am - 12:00 pm

Address: Webinar

In partnership with JN Software Consulting, the Ajax-Pickering Board of Trade is offering special pricing for this opportunity to master Excel Basics. Expand your knowledge, skills and ability to move your organization forward.

## Workshop Detail:

In this session, participants will gain the knowledge and skills to create and edit worksheets, use formulas and functions, understand cell references, and format , view and print information in a professional format.

On day two we will begin by answering your questions from part one of this workshop.

## During this 2-day workshop You will Learn:

### The Basics

- Parts of a Workbook
- Working with Data
- Paste Special Features
- Using the Fill Handle

### Formatting in Excel

- Cell Alignment
- Wrap Text
- Rotate Text
- Number & Text Formatting
- Page Breaks

### Viewing and Printing a Workbook

- Freeze Panes
- Printing Options
- Headers and Footers
- Repeat Rows

## Formulas and Functions (2 Hours) June 23 10am-12pm Session 2

### Basic Formulas and Functions

- Formula and Function Basics
- Using Sum, Average, Min, Max, and Count
- Absolute vs. Relative Cell References

### Graduating to Multi-Argument Functions

- Countif & Countifs
- Sumif & Sumifs
- IF

## Industry Insights: Tourism

Date and Time: Monday, June 22 1:30 pm - 3:00 pm

Address: Webinar

The Industry Insights round table series welcomes individuals from specific sectors to join together, share resources and discuss challenges.

Do you work in the tourism industry? This event is for you!

Limited space is available.

## Webinar with Systential | Take Control of Your Business (Canadian Chamber of Commerce)

Date and Time: Monday, June 22 1:30 pm - 2:30 pm

Address: Webinar

Join us for a free 1-hour webinar where business leaders will learn 3 simple and essential tools that will help them get more control of their business right now.

Bradshaw & Associates is an Alberta-based firm that supports entrepreneurial organizations, specifically their owners and leaders, get more of what they want from their business by helping to implement proven tools and a complete business system called EOS - the Entrepreneurial Operating System®.

The speaker, Ted Bradshaw, will teach business owners and their leadership teams' tools and disciplines that will help them: solve pressing issues more effectively, increase the effectiveness of team meetings, and support making difficult people decisions. These tools are practical, timeless, and effective in any market or economic cycle.

## Brazil-Canada New Energy Investment Forum 2020 (Brazil-Canada Chamber of Commerce)

Date and Time: Monday, June 22 2:00 pm

Address: Webinar

The Brazil-Canada Chamber of Commerce (BCCC), APEX-Brazil and Navigation Investments are proud to announce the 1st Brazil-Canada New Energy Renewables Forum taking place online on June 22nd 2020. The objective of this event is to showcase investment opportunities in the Brazilian new energy sector.

Forum Focus

Brazilian power market state of affairs: generation & demand matrix, evolving regulatory framework; time of day pricing, load tariff design, free energy market development, incentivized new energy transmission tariff.

Renewable Energy segment: current & future investment developments & opportunities; green, brownfield assets.

Overview Brazil New Energy FDI, debt & capital markets, forward-looking developments to 2030.

Foreign Investor-developer perspective: barriers for direct investment in the Brazilian power market

## Tuesday, June 23, 2020

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### What's Brewing?: Virtual Edition

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

Address: Webinar

Virtual video conference networking session with Oshawa Chamber of Commerce.

### 9-1-1 Management Board Meeting

Date and Time: Tuesday, June 23 9:30 am

### Collision From Home

Date and Time: Tuesday, June 23 10:00 am - 5:00 pm

Address: Virtual Conference

Collision brings together the people and companies redefining the global tech industry.

### Excel – Mastering the Basics (Two Day Workshop)

Date and Time: Tuesday, June 23 10:00 am - 12:00 pm

Address: Webinar

In partnership with JN Software Consulting, the Ajax-Pickering Board of Trade is offering special pricing for this opportunity to master Excel Basics. Expand your knowledge, skills and ability to move your organization forward.

#### Workshop Detail:

In this session, participants will gain the knowledge and skills to create and edit worksheets, use formulas and functions, understand cell references, and format , view and print information in a professional format.

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#### **Formatting in Excel**

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- Wrap Text
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#### **Viewing and Printing a Workbook**

- Freeze Panes
- Printing Options
- Headers and Footers
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## **Formulas and Functions (2 Hours) June 23 10am-12pm Session 2**

### **Basic Formulas and Functions**

- Formula and Function Basics
- Using Sum, Average, Min, Max, and Count
- Absolute vs. Relative Cell References

### **Graduating to Multi-Argument Functions**

- Countif & Countifs
- Sumif & Sumifs
- IF

## **Accessibility Advisory Committee Meeting**

Date and Time: Tuesday, June 23 1:00 pm

## **Chamber on Tap (Whitby Chamber)**

Date and Time: Tuesday, June 23 4:30 pm - 6:00 pm

Address: Webinar

Chamber on Tap is now online!

Bring your own beverage and connect with fellow professionals in a casual, and digital, atmosphere. Same great program, from the comfort of your home.

### **Who should attend?**

- Members interested in networking with fellow professionals
- Your staff (as everyone in your workplace is a member of the Whitby Chamber of Commerce)

This event will be hosted on Zoom. Participants will be provided with the credentials after registering.

## **Wednesday, June 24, 2020**

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### **Pinterest for Bloggers, Coaches and eCommerce**

Date and Time: Wednesday, June 24 9:30 am - 12:00 pm

Address: Webinar

Did you know people spend MORE money on Pinterest than any other social media platform?

Pinterest is one of the world's leading platforms for sharing ideas and finding inspiration. However, it is one of the most ignored social media platforms among small business owners. Pinterest can be used in the most interesting and exciting ways to attract a great deal of traffic to your offers for free.

In this workshop you will learn:

- How to set up your business Pinterest account
- Organizing Your Boards
- What Content to Share
- How to get your Pins noticed

### **Regional Council Meeting**

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

### **Collision From Home**

Date and Time: Wednesday, June 24 10:00 am - 5:00 pm

Address: Virtual Conference

Collision brings together the people and companies redefining the global tech industry.

### **How to Build an Effective Advertising Strategy (Canadian Chamber of Commerce)**

Date and Time: Wednesday, June 24 1:00 pm - 2:00 pm

Address: Webinar

You're ready to advertise but need a strategy and a plan. We'll walk through how to define your advertising goals and objectives, reach your target audience at the right time and place, and learn to measure a successful advertising campaign.

Tune in to hear answers to the questions you submitted during registration.

## BACD Start Up Session

Date and Time: Wednesday, June 24 4:00 pm - 5:30 pm

Address: Webinar

This session gives an overview of the fundamental elements of success for every business (Business Concept, Marketing & Sales, Operations and Finance) and helps you get the steps needed to start successfully and on track to growing.

We will go through our Start Up Checklist and cover:

- The Business Idea and business model
- Validating your business idea through market research
- Business Registration
- Business Structures to consider
- Licenses and Permits
- HST requirements
- Start up funding
- Business Insurance
- Capital, Grants and Funding
- Name and Brand considerations

## 1855 Masterclass: 8 Ways to Reinvent Yourself in a Crisis

Date and Time: Wednesday, June 24 6:30 pm - 8:00 pm

Address: Webinar

1855 Whitby brings you the 6th Edition of 1855 MASTERCLASS, presented by Durham Region Economic Development.

A sought-after speaker, John has keynoted Fortune Magazine's Growth Summit, Entrepreneur's Organization New York City and Toronto Chapters, and the Inc. 5000 conference. He authored two bestselling books, Built to Sell: Creating a Business That Can Thrive Without You, recognized by both Fortune and Inc. Magazine as one of the best business books of 2011, and The Automatic Customer: Creating A Subscription Business in Any Industry. John also hosts Built to Sell Radio, ranked one of the world's 10 best podcasts for business owners. Founder of The Value Builder System, John has helped more than 47,000 business owners improve company value by 71%.

Join us for an exclusive online presentation of "**8 WAYS TO RE-INVENT YOURSELF IN A CRISIS**".

As Winston Churchill once said, "a crisis is a terrible thing to waste." When everything falls apart, it can be a chance to take stock and remodel your company. In a current climate of isolation and economic downturn, John will walk you through a simple tool on how to identify areas of business to cut and where to invest your time right now. He will also share case studies of other Founders who have pivoted in a time of crisis. On June 24, you will leave this session with clarity as to your next steps and with the energy to get it done. Stick around after John's talk for some online networking to follow and all guests will receive a copy of John's latest e-book as our way of saying thanks.



## Maximizing Employee Performance

Date and Time: Thursday, June 25 9:00 am - 10:00 am

Address: Webinar

Having tough conversations and holding people accountable is not easy stuff. Having established performance management processes and tools is a great way to ensure you are setting clear expectations and managing in an effective and consistent manner.

Join us **Thursday, June 25th**, to learn from **Andrea Bisenberger of Durham HR Solutions** as she guides us through **Maximizing Employee Performance** — from the benefits of performance management, annual performance process models and steps to effectively managing performance on an ongoing basis, to giving effective feedback, coaching employees and the types of corrective action and when to use them.

Whether you're a Founder, Business Owner, People Leader or a Human Resource Manager, this online workshop is for you!

## Collision From Home

Date and Time: Thursday, June 25 10:00 am - 5:00 pm

Address: Virtual Conference

Collision brings together the people and companies redefining the global tech industry.

## COVID-19 and Your Business: A Conversation with Durham's Top Doctors

Date and Time: Thursday, June 25 10:00 am - 11:00 am

Address: Webinar

Wondering how to best keep you and your employees safe as you re-open your business? Join the Ajax-Pickering Board of Trade as we speak with Durham Region's top doctors.

**Durham Region Medical Officer of Health**, Dr. Robert Kyle and **Assistant Medical Officer of Health** Dr. Pepi McTavish will speak to

- The current status of the COVID-19 pandemic in Durham Region
- Reflect on best practices when it comes to PPE and social distancing in the workplace
- And take questions about your business.

Join us and be get ready to open your business.

## Industry Insights: Construction

Date and Time: Thursday, June 25 1:00 pm - 2:30 pm

Address: Webinar

The Industry Insights round table series welcomes individuals from specific sectors to join together, share resources and discuss challenges.

Do you work in the construction industry? This event is for you!

Limited space is available.

## **Clarington Board of Trade and Office of Economic Development: Virtual Annual General Meeting 2020**

Date and Time: Thursday, June 25 2:00 pm

Address: Webinar

Join CBOT for their virtual AGM as we review the past year, introduce our new Board of Directors, and discuss what we are planning for the future.

During this virtual meeting CBOT will highlight the 2019 Treasurer's Report, introduce the 2020-21 Board of Directors, and attendees will hear from the 2020-21 CBOT President!

## **Friday, June 26, 2020**

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### **Downtown Whitby Java Jolt**

Date and Time: Friday, June 26 8:30 am - 9:30 am

Address: Webinar

Every other Friday, the Whitby Chamber of Commerce (WCC) facilitates member-driven Java Jolt gatherings at The Food and Art Café located in Downtown Whitby. Java Jolts bring together local business people and professionals in a casual setting to discuss common challenges, build supportive networks and mastermind approaches that boost results.

Not a WCC member? No problem, come check us out! Attend a couple of times to see if the Whitby Chamber of Commerce is for you.

#### **Who should attend?**

- Members interested in networking in a casual setting
- Earlybirds and coffee lovers
- Non-members interested in testing out the Chamber to see if this is the place for them

Can't make it on Fridays? Join us at our Wednesday Java Jolts, hosted at Copper Branch in Brooklin.

## BACD Business Fundamentals: Financials and Operations

Date and Time: Friday, June 26 9:30 am - 11:30 am

Address: Webinar

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

Key concepts covered:

- Putting together a cash flow budget and a sales forecast
- Pricing your products & services
- Financial statements e.g. (Income Statement, Cash Flow and balance sheet)
- Tax deductible business expenses
- Banking and payment processing options
- Tips for record keeping
- Managing your library of knowledge
- Customer service flow and process

## BACD: Facebook Insights

Date and Time: Friday, June 26 1:00 pm - 2:30 pm

Address: Webinar

If your business is using Facebook, you need to be using Facebook analytics. It's packed full of insights and data that can help you get the most from the social network that reaches 1.62 billion users every day. The data in your Facebook Insights can help you learn what's working and what's not on your page.

This course will teach you the basics of Facebook Insights and show you how to use them for your business. Facebook provides a lot of data and information, but very few small businesses know how to use this to their advantage.

About the Presenter

Orzala Quddusi is the CEO and founder of [Make it Happen Services](#) specializing in social media marketing services.

She began her journey earning a post-secondary diploma in Business Administration, followed by earning herself a Bachelors of Commerce degree. Orzala saw the need many entrepreneurs had for a wide range of services. With that in mind she developed Make it Happen Services. Additionally, Orzala is an active member of Ajax Pickering Board of Trade.

## Monday, June 29, 2020

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### Return to the Office

Date and Time: Monday, June 29 10:30 am - 11:30 am

Address: Webinar

The Durham Economic Task force is pleased to welcome Doron Melnick of KPMG to share some key insights for business owners and leaders as many organizations return to their workplaces in Ontario.

This webinar will discuss the recovery path of different industries, and will also provide guidance on how to plan for the return of workers to office environments.

## **Speaker:**

### **Doron Melnick**

Partner and National Leader for People and Change Advisory, KPMG Canada

Doron has over 15 years of experience in operational change. He works with clients on projects to improve business performance through better ways of working and use of technology. His experience spans multiple industry sectors, including financial services, government, telecom and aerospace.

## **Tuesday, June 30, 2020**

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### **What's Brewing?: Virtual Edition**

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

Address: Webinar

Virtual video conference networking session with Oshawa Chamber of Commerce.

### **Whitby Chamber of Commerce: mMornings**

Date and Time: Tuesday, June 30 8:30 am - 10:00 am

Address: Webinar

Interested in making connections and learning something new? Join us monthly for our mMornings series, which provides our members with the opportunity to share their expertise with you. This month's topic is health and wellness in the workplace, presented by Julie Brar from [Balance Life with Julie](#) and Kaz Merfield from [Ki Health and Wellness Whitby](#)

Are you stuck at a desk all day? Do your energy levels bottom out by mid morning? Join Kaz Merfield and Julie Brar at this month's mMornings event and learn their essential tips for better health, energy and mood.

### **What you'll learn:**

- Healthy lifestyle habits such as easy-to-do stretches to help with daily pain relief
- Winning stress management techniques
- Nutrition tips to maintain energy throughout your day

- Ways to manage a negative or stressful work environment
- The best ways to stay on track with your health goals

**Who should attend:**

- Members and non-members interested in networking and learning in a fun and supportive environment
- Individuals interested in making 2020 a healthier year

**Virtual BACD Biz Lunch**

Date and Time: Tuesday, June 30 12:00 pm - 2:00 pm

Address: Webinar

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

Our networking lunch is for BACD clients and business owners in Durham Region who'd like to have an opportunity to network and get to know each other in a casual setting. This is a great time to learn to network effectively and to share ideas, opportunities and challenges.

<https://calendar.durham.ca>