

## Friday, May 1, 2020

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### Spark Centre: The Power of Your Message

Date and Time: Friday, May 1 10:00 am - 10:30 am

Address: Webinar

If you're an entrepreneur or business leader worried about how to put your current lead generation program online, or are undecided if these unprecedented times are the right moment to spend money on marketing, this informative **FREE 5-PART WEBINAR SERIES** is for you!

Join [Marketing CoPilot Founder](#) and Spark Centre Marketing Advisor, **Marie Wiese**, every Friday in May for this engaging series that explores the **5 most important B2B Marketing tools that every company needs *right now*** to stabilize and grow your business through Lead Generation.

#### Dates and topics:

May 1 – *The Power of Your Message*

May 8 – *Content That Builds Trust*

May 15 – *Engaging the Cautious Buyer*

May 22 – *Your Website's Response to Change*

May 29 – *Determining Marketing Spend in Uncertain Times*

### Clarington Board of Trade and Office of Economic Development: Townhall with MP Erin O'Toole & MP Philip Lawrence

Date and Time: Friday, May 1 12:00 pm - 1:00 pm

Address: Webinar

As we come up to the 2 month mark of Canada's Covid Economy and there is more certainty for programming and support available for business at the federal level, it is time to think forward to Post-Covid Commerce.

Join CBOT with MP Erin O'Toole and MP Phillip Lawrence as they give a federal update on COVID-19.

### POSTPONED - scugog arts festival: small town BIG

Date and Time: Friday, May 1 5:00 pm - 10:00 pm

Address: Various

***In an effort to stop the spread of COVID-19, scugog arts festival: small town BIG is being postponed until 2021. While this decision comes at a time of universal uncertainty, we take the safety and health of our guests, staff, and community very seriously.***

*Thank you for your support and we look forward to seeing you all next spring.*

*Events organized outside of Scugog Arts may still plan to go ahead, please check with them directly for updates.*

**small town BIG** is a multi-arts festival set to take place from May 1st to 10th, 2020 across Scugog. Discover music, theatre, visual art attractions, and more. **small town BIG** will deliver small-town charm and a BIG experience!

**10-Day Programming Includes:**

BIG Kick-Off with The Wanted

The Wilkinsons at Town Hall Theatre

In-Conversation with Drew Hayden Taylor

Lake Scugog Studio Tour

Scugog Home and Garden Show - *Art You Can Sit On public debut!*

Lynn McDonald presents Pipo Romero

Lishman Underground House Tour

Monsters and Milfoil presented by Theatre on the Ridge

Agatha Christie and Archaeology with Amy Barron

A Poetry SLAM and Blind Date With A Book

And More!

## **Saturday, May 2, 2020**

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### **POSTPONED - scugog arts festival: small town BIG**

Date and Time: Saturday, May 2 10:00 am - 10:00 pm

Address: Various

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### **POSTPONED - Lake Scugog Studio Tour**

Date and Time: Saturday, May 2 10:00 am - 5:00 pm

Address: Various

Visit 19 Sites With 51 Artists!

This self-guided tour promises a behind the scenes look at the creative process. Artists are opening the doors to their studios to give you a chance to see what goes into their craft. Visit sites at your own pace!

Part of scugog arts festival: small town BIG!

## Oshawa Wine Tasting Festival

Date and Time: Saturday, May 2 5:00 pm - 9:00 pm

Address: Oshawa

This fun and popular wine tasting event features many Ontario, Canadian and International wines. Attendees have the opportunity to “try and buy” selections often only available at the winery itself (Ontario wineries). Wine education and food sampling are also featured at this event. Event limited to age 19 and older.

## Sunday, May 3, 2020

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### Inkslingers - Writer's Sanctuary

Date and Time: Sunday, May 3 10:00 am - 5:00 pm

Address: Uplands Retreat

**During the period of social distancing, all Sanctuary days have been re-engineered until the need has passed. The workshop will be offered through the Zoom platform, for more details please visit: <https://inkslingers.ca/sanctuary-days/>**

Get your writers juices flowing with a one-day writer’s workshop in a beautiful and nurturing setting. Find rest, growth, and connection that will encourage you to experiment with your writing.

**Tickets:** \$99 – <https://inkslingers.ca/sanctuary-days/about-writers-sanctuary/>

### POSTPONED - Lake Scugog Studio Tour

Date and Time: Sunday, May 3 10:00 am - 5:00 pm

Address: Various

Visit 19 Sites With 51 Artists!

This self-guided tour promises a behind the scenes look at the creative process. Artists are opening the doors to their studios to give you a chance to see what goes into their craft. Visit sites at your own pace!

Part of scugog arts festival: small town BIG!

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Date and Time: Sunday, May 3 10:00 am - 10:00 pm

Address: Various

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**Monday, May 4, 2020**

## **POSTPONED - scugog arts festival: small town BIG**

Date and Time: Monday, May 4 10:00 am - 10:00 pm

Address: Various

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Date and Time: Monday, May 4 1:00 pm - 3:00 pm

## Tuesday, May 5, 2020

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

Date and Time: Tuesday, May 5 9:30 am

### **Clarrington Board of Trade and Office of Economic Development: Manage & Minimize the Risk**

Date and Time: Tuesday, May 5 10:00 am - 11:00 am

Address: Webinar

Join CBOT and Mike Chester from Pinchin to discuss how you can get your business ready to go back to work safely!

AS COVID-19 continues to spread around the world, you and your business need to respond to rapidly changing conditions. Pinchin can help you manage these conditions and minimize your risk!

Learn about:

- Incident responses.
- Proactive measures to minimize transmission.
- Monitoring & documenting sanitization and disinfection protocols.
- And More!

### **Durham Business Recovery Series: Mental Health in the Workplace During COVID-19**

Date and Time: Tuesday, May 5 10:00 am - 11:00 am

Address: Webinar

The **Durham Business Recovery Series** presents **Mental Health in the Workplace During COVID-19**.

The mental health impacts of the COVID-19 pandemic are likely to be far-reaching, as individuals cope with disruptions to work routines, the imposition of stay-at-home orders, and uncertainty about the future. Organizational leaders can play a proactive role in blunting these impacts and promoting psychological resilience among their teams. This one-hour presentation will discuss the pandemic's expected impacts on mental health and describe the signs that an employee may be struggling. The PERMA Model of human flourishing (which stands for Positive Emotions; Engagement; Relationships; Meaning; and Achievement) will provide a framework for generating practical and effective strategies to help employees maintain a positive outlook and a sense of wellbeing amid uncertainty.

#### **Speaker:**

**David Clarke** is Coordinator of Communications and Training with **Durham Mental Health Services**. He has

worked locally in community mental health for over 20 years as a case worker, a program supervisor, and now in his current role. David has delivered educational presentations to organizations including Ontario Shores for Mental Health Sciences, the Ontario Ministry of Revenue, and the Region of Durham.

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## **IBM Think 2020 (MaRS)**

Date and Time: Tuesday, May 5 11:00 am - 3:00 pm

Address: Webinar

Accelerate essential recovery and transformation May 5–6, 2020 Attend Think Digital to learn how to best enable new ways of working, manage risk and optimize cost, and maintain customer satisfaction. Adapt quickly by leveraging the latest advancements in technology, then engage with the experts who are leading the way. Join us. Let's get thinking.

## **Using AI and Data to Help YOUR Business Rebound**

Date and Time: Tuesday, May 5 12:00 pm - 1:00 pm

Address: Webinar

The experts from the AI Hub will discuss how data is gathered, processed and accessed to keep our communities safe during the pandemic. You will learn about how AI techniques inform decision making across the globe and will be introduced to techniques that you could apply to help your business rebound from the devastating impact of COVID-19.

## **Get Your Legal Questions Answered**

Date and Time: Tuesday, May 5 1:00 pm - 2:00 pm

Address: Webinar

Do you have any legal questions you need answered regarding your business, service contracts, independent contractors, contractual obligations etc?

Leon Efraim joins Teresa Shaver from the BACD to help you get those questions answered.

## **Speaker Rewind: Ryan Smolkin (Whitby Chamber of Commerce)**

Date and Time: Tuesday, May 5 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. This event will be hosted on Zoom. Participants will be provided with the credentials after registering.

## **IBM Think 2020 (MaRS)**

Date and Time: Tuesday, May 5 7:00 pm - 11:00 pm

Address: Webinar

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## Wednesday, May 6, 2020

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### **\*\*CANCELLED\*\* Works Committee Meeting**

Date and Time: Wednesday, May 6 9:30 am

### **POSTPONED - scugog arts festival: small town BIG**

Date and Time: Wednesday, May 6 10:00 am - 10:00 pm

Address: Various

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## Ajax-Pickering Board of Trade - Digital Communication Masterclass Session #1: Strategic Online Networking

Date and Time: Wednesday, May 6 10:00 am - 11:00 am

Address: Webinar

### Strategic Online Networking

Join us for this practical and fun seminar and learn how to Network online! Making lasting connections goes way beyond making connections on Facebook and LinkedIn. The secret to creating a loyal group of contacts lies in your ability to maintain those relationships beyond the initial meeting stage.

### Who Should Attend?

- Small Business Owners who want to expand their online community and engage their ideal clients.
- Sales Professionals
- Marketing Managers
- Marketing and Events Coordinators
- Coaches and Consultants
- Customer Relationship Managers
- Community Outreach Managers (Not-for-Profit)
- Fundraisers

### Takeaways

During this seminar, participants will learn how to:

- Select the best online events to attend (and which ones to avoid).
- Get the most benefit out of online sessions.
- Initiate personal connections with others attending webinars.
- Execute a flawless follow-up strategy.

## IBM Think 2020 (MaRS)

Date and Time: Wednesday, May 6 11:00 am - 3:00 pm

Address: Webinar

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Let's get thinking.

## **\*\*CANCELLED\*\* Transit Executive Committee Meeting**

Date and Time: Wednesday, May 6 1:30 pm

## **Business Plan Masterclass**

Date and Time: Wednesday, May 6 3:00 pm - 4:30 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. A business plan and financial forecasts are needed when applying for loans and funds and to provide clarity and direction in a business owner's journey.

This masterclass is for businesses who want hands-on help writing their own business plan. We will go through all the sections in the business plan as well as the cash flow document.

### **What people are saying:**

“Just had to say thanks again for your webinar today on writing a Business Plan. Definitely the most useful information I've seen in a while!

I learned a lot and I hope I didn't put you on the spot too much with my dozens of questions. (sorry if I did ) But I enjoyed every topic you discussed and wanted to know more. Very well executed!” – Testimonial

### **FAQs**

We will send you a ZOOM link to register for this Masterclass

A business plan & cashflow template will be sent to you upon registration. Please do not use the original copy of these templates. Download and save a new copy to your computer.

## **IBM Think 2020 (MaRS)**

Date and Time: Wednesday, May 6 7:00 pm - 11:00 pm

Address: Webinar

Accelerate essential recovery and transformation May 5–6, 2020 Attend Think Digital to learn how to best enable new ways of working, manage risk and optimize cost, and maintain customer satisfaction. Adapt quickly by leveraging the latest advancements in technology, then engage with the experts who are leading the way. Join us. Let's get thinking.

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## **Thursday, May 7, 2020**

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

Date and Time: Thursday, May 7 9:30 am

## **POSTPONED - scugog arts festival: small town BIG**

Date and Time: Thursday, May 7 10:00 am - 10:00 pm

Address: Various

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## Centre for Cybersecurity Innovation: Webinar Series on Cybersecurity

Date and Time: Thursday, May 7 12:00 pm

Address: Webinar

In collaboration with Invest Durham, Durham College's Centre for Cybersecurity Innovation is proud to present the webinar series on Cybersecurity.

Our webinars will also provide you with documents, sample content and checklists for you to use in your work. Furthermore, connections will be made with industry leaders who are offering in-kind services as well as others at nominal costs.

### SESSIONS:

- **April 30: Videoconferencing: assessing security and privacy**
- **May 7: Securing business transformation in a secure framework**
- **May 14: Securing financial transactions and confidential data**

The speaker details will be released shortly.

## BACD Business Fundamentals: Business Planning

Date and Time: Thursday, May 7 2:00 pm - 4:00 pm

Address: Webinar

This session looks at the differences between a business plan, a business model canvas and the planning required in starting your own business.

These 3 sessions are the fundamentals of most businesses and presented by BACD's advisors who have all been entrepreneurs themselves and can be taken in any order.

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.

So let's roll up our sleeves!

You will leave with a completed Business Model Canvas covering the following key points:

- Your Value Proposition, SWOT Analysis, Competitor Analysis
- Customer Segments
- Channels to Market
- Revenue Streams and Expenses
- Key Partners & Alliances
- Company Goals
- Needed Resources

## FAQs

A zoom link will be sent to you upon registration

## Ajax-Pickering Board of Trade: Business Networking Before 5

Date and Time: Thursday, May 7 3:30 pm - 5:00 pm

Address: Webinar

Join us as we network, ask questions and share ideas.

It's always a good time to network.

**Before the event , please test your computer to ensure your system meets system requirements:**

- Tablets and Mobile are not supported
- Working Camera and Microphone Required
- Operating System - The latest version so Windows and IOS
- Browsers - The latest versions of Chrome, Safari and Edge

## Miranda Lambert

Date and Time: Thursday, May 7 7:00 pm - 11:00 pm

Address: 99 Athol St E.

Miranda Lambert brings her Wildcard Tour to Oshawa's Tribute Communities Centre on Thursday, May 7, 2020 with special guests Cody Johnson and LANCO. Tickets on sale to the public on Friday, October 11, 2019 at 10am at [tributecommunitiescentre.com](http://tributecommunitiescentre.com), by phone at 1-877-436-8811 and in person at the ticket office.

## Friday, May 8, 2020

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

Date and Time: Friday, May 8 9:00 am - 1:00 pm

Address: EarlyON CFC Sunderland, Sunderland Public School, 41 Albert Street South, Sunderland

## **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.

## **POSTPONED - scugog arts festival: small town BIG**

Date and Time: Friday, May 8 10:00 am - 10:00 pm

Address: Various

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## **Spark Centre: Content That Builds Trust**

Date and Time: Friday, May 8 10:00 am - 10:30 am



Address: Webinar

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**Dates and topics:**

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May 8 – *Content That Builds Trust*

May 15 – *Engaging the Cautious Buyer*

May 22 – *Your Website's Response to Change*

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## Saturday, May 9, 2020

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### POSTPONED - scugog arts festival: small town BIG

Date and Time: Saturday, May 9 10:00 am - 10:00 pm

Address: Various

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## Inkslingers - Writer's Sanctuary

Date and Time: Saturday, May 9 10:10 am - 5:00 pm

Address: Uplands Retreat

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Get your writers juices flowing with a one-day writer's workshop in a beautiful and nurturing setting. Find rest, growth, and connection that will encourage you to experiment with your writing.

**Tickets:** \$99 – <https://inkslingers.ca/sanctuary-days/about-writers-sanctuary/>

## Sunday, May 10, 2020

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Date and Time: Sunday, May 10 10:00 am - 10:00 pm

Address: Various

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And More!

**Virtual Mother's Day High Tea Fundraiser in support of Soper Creek Wildlife Rescue**

Date and Time: Sunday, May 10 10:30 am - 1:00 pm

Address: Online

Has Covid19 derailed your Mother's Day plans?

How about treating her to a Virtual Mother's Day High Tea Fundraiser. in support of Soper Creek Wildlife Rescue

Enjoy tea and lunch together online.

\$10 General admission ticket includes:

- Entry into event
- Fashion Show
- Special Gift for local attendees (within 40 kms of Bowmanville)
- Special visit from Soper Creek Animal Ambassadors.
- Door Prizes

Add-Ons (all delivered the morning before the event):

\$31.50 - High Tea 2 Go

Mother's Day Gifts - variety of items offered by local businesses

Kid's Craft Kits - variety

Raffle Tickets - \$5 each or 5 for \$20

Advance Tickets will be entered into an Early Bird Draw. For every \$100 in raffle tickets sold, we will be giving away a High Tea 2 Go.

All tickets will be entered into a draw for raffle baskets donated from local businesses Please refer to our Facebook Event Page for updates on donations. Over \$500 in prizes.

Tickets can be purchased by e-transfer as well. Email [hthorburn@peppservices.com](mailto:hthorburn@peppservices.com) to make arrangements.

For any questions, please contact PEPP Services at (289) 675-1231 or [addpepp@peppservices.com](mailto:addpepp@peppservices.com).

## **MUSICAL MORSELS & AFTERNOON TEA – MOTHER’S DAY CONCERT 2020, DEDICATED TO MOTHERS EVERY WHERE**

Date and Time: Sunday, May 10 3:00 pm - 6:00 pm

Address: Ajax

"MUSICAL MORSELS & AFTERNOON TEA", MOTHER’S DAY CONCERT 2020, DEDICATED TO MOTHERS EVERY WHERE

MAY 10, 2020, AT 3:00 P.M

FUNDRAISER FOR HERIZON HOUSE, AJAX - A women's & children's shelter. Voluntary Donations to Herizon House through St. George's Anglican Church, Ajax

Due to COVID 19 shut-in, This You tube video/live stream, <https://www.youtube.com/channel/UC5yxuDO1ZFhPyhrfsq98l8w>

Presented from St. Georges Anglican Church by Surinder S. Mundra, music director & Friends.

Treat your musical appetites to the beloved classical art songs of Mozart, Schubert, along with scintillating popular music by Elgar, Debussy & others. This event will give the performer and listener alike, an inspirational and delightful musical experience

Surinder S, Mundra, performs on piano and harpsichord, co-ordinated, directed, filmed, produced, & presents this you tube video & live stream.

"As we give thanks for all those who mother us, we are mindful of mothers and their children who suffer greatly because of domestic abuse. Hopefully, you have enjoyed this concert, please consider giving a donation to support the work of Herizon House, which provides services and shelter to abused woman and children in Durham Region. To give, please visit our church website: <https://www.stgeorgeschurch.ca> and click on the Give tab. This will bring you to a page where you can give by e-transfer, by mail, or through Canada Helps. Please designate your gift Thank you for your gift. Please consider giving a voluntary donation to support the work of Herizo

n House in Ajax. They provide services and shelter to mothers & children in need in the Durham Region." - Rev . Susan Spicer

Please mention Musical Morsels & Afternoon Tea-Mother's day concert 2020, at the time you donate your gift to Herizon House. Thank you for your generosity.

We look forward to seeing you on May, 10, 2020 at 3:00 p.m

## **Monday, May 11, 2020**

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### **Durham Business Recovery Series: COVID-19 Relief Programs Q&A Panel Discussion with Baker Tilly**

Date and Time: Monday, May 11 10:00 am - 11:30 am

Address: Webinar

The **Durham Business Recovery Series** presents **COVID-19 Relief Programs Q&A Panel Discussion with Baker Tilly**. Please join question and answer panel to learn more about federal programs, such as wage subsidies, the Canada Emergency Response Benefit, extended tax deadlines, financing programs, rent relief programs and Provincial and other relief programs. Please submit any questions you may have for the panel on your registration form.

#### **Baker Tilly Speakers:**

Andrew Villeneuve, CPA, CA , Partner

Laura Wilson, CPA, CA, Partner

Scott Sonley, CPA, CA, CBV, CFF, CDFIA, Vice-President

Sheena Thornton, CHRL, Human Resources Manager

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

Date and Time: Monday, May 11 5:00 pm - 6:00 pm

## **Tuesday, May 12, 2020**

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### **\*\*CANCELLED\*\* Finance and Administration Committee Meeting**

Date and Time: Tuesday, May 12 9:30 am

### **Ajax-Pickering Board of Trade: Ecommerce for Business: Getting Started**

Date and Time: Tuesday, May 12 10:00 am - 11:00 am

Address: Webinar

Join us to learn what eCommerce is, why it's important to consider it for your business, and how you can easily

get started.

During this session you will go over the basic steps required before launching an ecommerce site/store so that you can sell online.

**Key Points:**

- How Ecommerce works, what platforms are available, and how to pick the right one
- The benefits of selling online, and the importance of E-commerce
- How E-Commerce works, how & where to purchase, pricing and starting off with the purchase of a domain
- Choosing the right Inventory Management and POS system for both in-store and online
- Optimizing your site, choosing the right themes, website content and SEO basics

**Presented by** Teresa Shaver, Executive Director **BACD**

## **Webinar with the Hon. Mary Ng, Minister of Small Business, Export Promotion**

Date and Time: Tuesday, May 12 10:30 am - 11:00 am

Address: Webinar

Join the Ontario Chamber of Commerce from 10:30 to 11:00 am on Tuesday, May 12 for a discussion with the Hon. Mary Ng, the federal Minister of Small Business, Export Promotion and International Trade.

Small businesses are the lifeblood of communities across the province. They are currently experiencing unprecedented hardships and challenges due to the COVID-19 pandemic. The discussion with Minister Ng will address key questions on relief programs available to small businesses during a time when they need it most, as well as provide insights on what the path to recovery may look like.

## **Community with Brooms**

Date and Time: Tuesday, May 12 11:30 am - 1:30 pm

Address: City Hall - 50 Centre St S

12 May 2020

City Hall - 50 Centre St S

11:30 am - 1:30 pm

Show your community pride this spring! Join the BIA and local dignitaries in our efforts to beautify the City by picking up trash and debris in our downtown. A community BBQ for all will follow.

## **Canada's Supply Chain in the COVID-19 Crisis: The CN Perspective**

Date and Time: Tuesday, May 12 12:00 pm - 1:00 pm

Address: Webinar

Join the OCC's President & CEO Rocco Rossi and Sean Finn, Executive Vice-President, Corporate Services and Chief Legal Officer, CN, as they come together for a virtual fireside chat to discuss CN's perspective on Canada's Supply Chain during the COVID-19 crisis.

The novel coronavirus has had a significant impact on global supply chains. Learn what CN is doing to protect its employees, serve its customers in Canada and the United States, and prepare for the future during these extraordinary times.

## **Ensuring the recovery and resilience of Canada's food service sector**

Date and Time: Tuesday, May 12 2:30 pm - 3:30 pm

Address: Webinar

The post-COVID recovery of Canada's food service industry is essential to our economy rebounding successfully. While provinces and territories are beginning to ease some restrictions, bars and restaurants are months, and possibly years, away from a return to normalcy.

It is imperative that the various level of governments be made aware of the particular challenges facing the food services sector so that the right recovery plan for the sector is considered and put in place.

Molson Coors Beverage Company wants to ensure this conversation is happening and welcomes the opportunity to partner with Canadian Business Resilience Network, launched by Canadian Chamber of Commerce, as the future of this sector is discussed.

## **\*\*CANCELLED\*\* Durham Agricultural Advisory Committee Meeting**

Date and Time: Tuesday, May 12 7:30 pm

## **Wednesday, May 13, 2020**

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

Date and Time: Wednesday, May 13 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.

A one-day course is taught by a public health inspector. A written exam is taken at the end of the course. Participants who pass the exam will get a Food Safety Training Certificate and laminated wallet card.

[Course details, registration and payment details.](#)

## **\*\*CANCELLED\*\* Committee of the Whole Meeting**

Date and Time: Wednesday, May 13 9:30 am

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

Date and Time: Wednesday, May 13 9:30 am - 11:30 am

Address: Webinar

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.

These 3 sessions are the fundamentals of most businesses and presented by BACD's advisors who have all been entrepreneurs themselves and can be taken in any order.

Without a Marketing & Sales strategy, your marketing efforts could be wasted or money spent in the wrong channels or worse, your business will fail to thrive.

In Marketing and Sales Strategy we will cover:

- How to create a brand for your business
- The value proposition
- Online and offline marketing strategies
- Marketing tactics for your business
- Lead generation, sales and following up
- Your client acquisition process
- Tools for marketing
- Sales process and strategy
- Web elements
- Digital Strategy

## **Ajax-Pickering Board of Trade - Digital Communication Masterclass Session #2: Using Canva to Create Social Media Graphics**

Date and Time: Wednesday, May 13 10:00 am - 11:00 am

Address: Webinar

Hi-quality graphics are important for creating a professional look on your social media profiles and other marketing materials. If you want to elevate your brand, but can't afford a professional designer this session is for you. We'll explore how to use Canva to create professional-looking graphics - no design experience required.

### **Who Should Attend?**

- Small Business Owners who want to expand their online community and engage their ideal clients.
- Sales Professionals
- Marketing Managers
- Marketing and Events Coordinators
- Coaches and Consultants
- Customer Relationship Managers
- Community Outreach Managers (Not-for-Profit)
- Fundraisers

### **Takeaways**



During this seminar, participants will learn how to:

- Create designs of various sizes and types.
- Edit and customize images and illustrations.
- Design branded marketing materials.
- Find modern FREE images.
- Compose stunning layouts and add impactful text.

## **Business Recovery Phase: What You Need To Know**

Date and Time: Wednesday, May 13 1:00 pm - 2:00 pm

Address: Webinar

As Ontario prepares for the recovery phase businesses that are operational, semi-operational and preparing to be come operational are assessing their level of preparedness. As companies formulate their plans, two emerging challenges have presented themselves: workplace compliance & talent management.

Today's discussion is to provide guidance and clarity regarding what businesses are mandated to implement, recommended and how to manage the expectations (including their misunderstanding of employer obligations) of employees and customers. Additionally, we will discuss strategies in how to handle employees who don't want to come back, those you don't want back and how to recruit new talent and get them trained as fast as possible.

## **BACD Start Up Session**

Date and Time: Wednesday, May 13 5:00 pm - 6:30 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

### **FAQs**

A zoom link will be sent to you when you register.

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## **Thursday, May 14, 2020**

## Charlie Musselwhite

Date and Time: Thursday, May 14 8:00 am - 11:00 pm

Address: Uxbridge Music Hall; 16 Main Street South

Harmonica master Charlie Musselwhite's life reads like a classic blues song: born in Mississippi, raised in Memphis and schooled on the South Side of Chicago. A groundbreaking recording artist since the 1960s.

## Converting Sales on Social Media

Date and Time: Thursday, May 14 9:30 am - 12:00 pm

Address: Webinar

Everyone wants the magic recipe: how do you use social media to generate sales?

This practical, hands on workshop will explore the formula and really, discipline, it takes to convert sales on social media.

We'll cover everything from platforms to methods, best practices to system creation.

You will learn:

- Sales in the larger context
- Functions available on major platforms that drive sales
- Bad habits they have and how to fix them
- The importance of habit and discipline in converting sales on social media

## Understanding and Coping with Stress During the Pandemic: A Webinar for Business Owners

Date and Time: Thursday, May 14 10:00 am - 11:00 am

Address: Webinar

Presented by Jonathan Paynter, **R.S.W., AccFM (OAFM)**

COVID-19 has had a major impact on all aspects of our lives, especially that of business owners, who are facing economic hardships unlike anything seen before. The stress created by the halting of the economy can have serious, long-term effects on mental health if not handled appropriately.

The Durham Region Unemployed Help Centre is pleased to offer business owners an opportunity to participate in a webinar facilitated by Jonathan Paynter, R.S.W., AccFM (OAFM) of BBMD Consulting Inc. [This free webinar](#) will help you understand the impact daily stress has on your mind and body. You will learn about common negative thinking patterns, how they impact your motivation and mood, and ways to handle the negative effects of stress.

You will learn how to use the four pillars of mental health - sleep, diet, exercise and social life, to formulate a plan to maintain positive mental health for yourself and your employees as you plan for the reopening of the economy. [Register now.](#)

Please join us for this enlightening, highly informative, and well-presented webinar.

## Friday, May 15, 2020

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### Spark Centre: Engaging the Cautious Buyer

Date and Time: Friday, May 15 10:00 am - 10:30 am

Address: Webinar

If you're an entrepreneur or business leader worried about how to put your current lead generation program online, or are undecided if these unprecedented times are the right moment to spend money on marketing, this informative **FREE 5-PART WEBINAR SERIES** is for you!

Join [Marketing CoPilot Founder](#) and Spark Centre Marketing Advisor, **Marie Wiese**, every Friday in May for this engaging series that explores the **5 most important B2B Marketing tools that every company needs *right now*** to stabilize and grow your business through Lead Generation.

#### Dates and topics:

May 1 – *The Power of Your Message*

May 8 – *Content That Builds Trust*

May 15 – *Engaging the Cautious Buyer*

May 22 – *Your Website's Response to Change*

May 29 – *Determining Marketing Spend in Uncertain Times*

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

Date and Time: Friday, May 15 1:00 pm - 3:00 pm

## Tuesday, May 19, 2020

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### Business Plan Masterclass

Date and Time: Tuesday, May 19 9:30 am - 11:00 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. A business plan and financial forecasts are needed when applying for loans and funds and to provide clarity and direction in a business owner's journey.

This masterclass is for businesses who want hands-on help writing their own business plan. We will go through all the sections in the business plan as well as the cash flow document.

“Just had to say thanks again for your webinar today on writing a Business Plan. Definitely the most useful information I’ve seen in a while!

I learned a lot and I hope I didn’t put you on the spot too much with my dozens of questions. (sorry if I did ) But I enjoyed every topic you discussed and wanted to know more. Very well executed!” – Testimonial

## FAQs

We will send you a ZOOM link to register for this Masterclass

A business plan & cashflow template will be sent to you upon registration. Please do not use the original copy of these templates. Download and save a new copy to your computer.

## **Clarington Board of Trade and Office of Economic Development: Employment Issues – COVID 19**

Date and Time: Tuesday, May 19 10:00 am - 11:00 am

Address: Webinar

Employment lawyer, Stephanie Miner, will discuss your obligations as an employer and address key elements of employment law in light of recent COVID-19 developments.

COVID-19 poses a range of rapidly evolving challenges for employers. Whether your workplace is open, remote, or temporarily closed, you must be mindful of the interplay between a variety of workplace legislation, the common law, and employer policies and practices.

## **Ajax-Pickering Board of Trade: Post Crisis - Behavioural Intelligence for Transitioning Back to Work**

Date and Time: Tuesday, May 19 10:00 am - 12:00 pm

Address: Webinar

Several factors can affect the response people may have to a crisis. It depends on their experience with difficulties, how they have managed those bad experiences combined with how they are naturally wired to cope with fear and change.

How do you help your company/organization gain traction as you transition back to work?

Learn how you can create the business/organizational climate you are seeking using behavioural intelligence and practices for managing the pain and fear of this pandemic.

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

Date and Time: Tuesday, May 19 1:00 pm - 3:00 pm

## **E-Commerce for Small Businesses**

Date and Time: Tuesday, May 19 2:00 pm - 3:00 pm

Address: Webinar

Join us to learn what eCommerce is, why it's important to consider it for your business, and how you can easily get started.

We will go over the basic steps required before launching an ecommerce site/store so that you can sell online.

Key Points:

- How Ecommerce works, what platforms are available, and how to pick the right one.
- The benefits of selling online, and the importance of E-commerce.
- How E-Commerce works, how & where to purchase, pricing and starting off with the purchase of a domain.
- Choosing the right Inventory Management and POS system for both in-store and online.
- Optimizing your site, choosing the right themes, website content and SEO basics.

## **\*\* CANCELLED\*\* Transit Advisory Committee Meeting**

Date and Time: Tuesday, May 19 7:00 pm

## **Wednesday, May 20, 2020**

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### **Maker Meet Up**

Date and Time: Wednesday, May 20 9:30 am - 11:00 am

Address: Webinar

Running a creative business, particularly from home can be solitary. Many of our clients & businesses have said that it would be great to have other people to bounce ideas off of or to share in tips, tricks and things that have worked for them.

- The Maker Meetup strives to create a common space for Artists, Crafters, Makers and Hobbyists to discuss challenges, share successes, create networks and to learn approaches that may grow your own business.
- These meetups are facilitated by BACD and Bert Nartorius. You are also welcome to attend our workshops ([register here](#)).
- There is no fee to attend, registration is required.

### **Ajax-Pickering Board of Trade - Digital Communication Masterclass Session #3: Designing Newsletter Templates with Constant Contact**

Date and Time: Wednesday, May 20 10:00 am - 11:00 am

Address: Webinar

If you've always wanted to start an email newsletter, now is the best time! Stay in contact with existing and potential customers and share what's new about your products, services and policies. Email communication is the most effective way to stimulate referrals and requests for consultations.

**Who Should Attend?**

- Small Business Owners who want to expand their online community and engage their ideal clients.
- Sales Professionals
- Marketing Managers
- Marketing and Events Coordinators
- Coaches and Consultants
- Customer Relationship Managers
- Community Outreach Managers (Not-for-Profit)
- Fundraisers

### Takeaways

During this seminar, participants will learn how to:

- Create branded newsletter templates in Constant Contact.
- Insert product photos and logos.
- Layout and format text and graphics.
- Add hyperlinks to your website.
- Add special components such as click-buttons.
- Compose a compelling call-to-action.

## Cybersecurity For Remote Work Teams

Date and Time: Wednesday, May 20 12:00 pm - 1:00 pm

Address: Webinar

# WEBINAR





## CYBERSECURITY FOR REMOTE WORK TEAMS

WEDNESDAY, MAY 20th | 12:00 p.m. -1:00 p.m. | VIA ZOOM

**TIPS ON SECURING HOME CYBER ENVIRONMENTS**

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.

**KEY TAKEAWAYS:**

- Important cybersecurity steps you need to consider when deploying a remote workforce or resource.
- Questions to ask all of your team members regarding their new work from home situations

## Maximizing your Digital Presence (Webinar)

Date and Time: Wednesday, May 20 12:00 pm - 1:00 pm

Address: Webinar

Learn and use some basic tools to maximize your Digital Presence. Tools such as: Google My Business Google Search Console Mailchimp We will also cover how to get started with social media and what you should know about each platform. About The Presenter: Jamie Nowe Experienced Analytics Specialist with a demonstrated history of working in the marketing and advertising industry. Skilled in Electronics Technology, Web Analytics, Consulting, Google Analytics, and Analytics. Strong information technology professional with a Diploma focused in Electronics Engineering Technology from Nova Scotia Community College.

## Thursday, May 21, 2020

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### LinkedIn for Small Business

Date and Time: Thursday, May 21 9:30 am - 12:30 pm

Address: Webinar

If you have a business you should be using LinkedIn, but if you have a small business; where do you begin? This hands-on workshop will show you how to make your business stand out to a global audience, take you through the important steps to creating a stellar profile, and teach you how to write connection requests that will grow your client list. Topics covered will include LinkedIn paid services and online security.

### Crisis Management and Recovery

Date and Time: Thursday, May 21 11:00 am - 12:00 pm

Address: Webinar

In this workshop, we will show how the GrowthWheel Framework can be a dialogue and thinking tool to find a way out of the crisis or reinvent your business.

About The Presenter

David Madié is a life-long serial entrepreneur, the founder and CEO of GrowthWheel International Inc., and the creator and designer of GrowthWheel – a visual toolbox and cloud-based platform used by business advisors to help client companies make decisions and take action.

As the creator of GrowthWheel, since 2008 David has trained and certified more than 3,100+ business advisors, incubator managers, and entrepreneurship educators in 48 US states and 50 countries around the world

David is a frequent guest speaker at industry conferences doing talks about economic development, incubation and best business advisory practices.



## Reopening Canada: Planning for the Post-Pandemic Recovery

Date and Time: Thursday, May 21 12:00 pm - 1:00 pm

Address: Webinar

It may seem difficult to imagine now, but the COVID-19 lockdown will end. One day, when the numbers tell us it's safe, we will return to the usual rhythms of Canadian life and re-establish our routines. But should we go back to all of them?

The pandemic has created formidable challenges to all facets of our lives. Labour, the economy, healthcare, the environment and urban planning are just a few examples of areas facing urgency for change and innovation. As Ontario discusses the re-opening of the province, we're left wondering what re-integration and our new reality looks like.

Join Canadian Club Toronto on May 21, when our panel of experts, Dr. Isaac Bogoch (UHN), Jennifer Keesmaat (Keesmaat Group), Jean McClellan (PwC) and Angus McOuat (McKinsey), discuss the challenges and opportunities in opening up post COVID-19, continuing to manage the risks, and what parts of our lives will need to be re-imagined as we integrate back into society. This expert panel will be moderated by Adrienne Arsenault, Co-Host of CBC's *The National*.

## Centre for Cybersecurity Innovation

Date and Time: Thursday, May 21 12:00 pm

Address: Webinar

In collaboration with Invest Durham, Durham College's Centre for Cybersecurity Innovation is proud to present the webinar series on Cybersecurity.

Our webinars will also provide you with documents, sample content and checklists for you to use in your work. Furthermore, connections will be made with industry leaders who are offering in-kind services as well as others at nominal costs.

### SESSIONS:

#### · **MAY 21: Smart Homes: Could they be hacked?**

This discussion will look at how our usage of entertainment lines like Netflix or products like Alexa could all leave our homes vulnerable!

### Speakers:

- **Shahid Saya**, Director of Cybersecurity, MLSE (Maple Leaf Sports & Entertainment Partnership)
- **Harsha Vachher**, Founder and Managing Director, K Tech Labs Inc.
- **Danny Pehar**, Contributor to Forbes Magazine, Cybersecurity Expert, Speaker, Trainer and Best Selling Author

## Chamber on Tap

Date and Time: Thursday, May 21 4:30 pm - 6:00 pm



Address: Webinar

Chamber on Tap is now online!

Every other Thursday, 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)

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

## **\*\* CANCELLED\*\* Durham Environmental Advisory Committee Meeting**

Date and Time: Thursday, May 21 7:00 pm

## **Friday, May 22, 2020**

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### **Spark Centre: Your Website's Response to Change**

Date and Time: Friday, May 22 10:00 am - 10:30 am

Address: Webinar

If you're an entrepreneur or business leader worried about how to put your current lead generation program online, or are undecided if these unprecedented times are the right moment to spend money on marketing, this informative **FREE 5-PART WEBINAR SERIES** is for you!

Join [Marketing CoPilot Founder](#) and Spark Centre Marketing Advisor, **Marie Wiese**, every Friday in May for this engaging series that explores the **5 most important B2B Marketing tools that every company needs *right now*** to stabilize and grow your business through Lead Generation.

#### **Dates and topics:**

May 1 – *The Power of Your Message*

May 8 – *Content That Builds Trust*

May 15 – *Engaging the Cautious Buyer*

May 22 – *Your Website's Response to Change*

May 29 – *Determining Marketing Spend in Uncertain Times*

## **Saturday, May 23, 2020**

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## Artfest on the Esplanade - Art of Sound

Date and Time: Saturday, May 23 11:00 am - 5:00 pm

Address: One The Esplanade, Pickering, ON L1V 6K7

Every summer, Esplanade Park comes alive with music, dance, crafts and singing, along with children's art area and artists demonstrations. This free arts event will include over 90 artists from across the province who show and sell a fantastic variety of original art which include Paintings (Oil, Acrylic, Watercolour), Photography, Pottery, Wood Carvings, Jewellery, home decor and more!

New Additions this year is a Juried Art Competition the theme Art of Sound and Independent Author readings.

The event is rounded off with our fantastic partners offering activities and experiences for all to enjoy; Live artistic performers and buskers, hands on activities, and special offerings from PineRidge Arts Council who will offer their mask magic activity, Pickering Community Concert Band providing a live performance at the gazebo.

Artists are invited to apply before April 9, 2020. Visit [pickering.ca/artfest](http://pickering.ca/artfest) or <https://forms.pickering.ca/Forms/CSD1501> for the complete artist package. Students and Independent Authors are free to apply.

## Artfest on the Esplanade Virtual Arts Market

Date and Time: Saturday, May 23 11:00 am - 5:00 pm

Address: One The Esplanade

You may have heard – Artfest is moving online!  
This new program is free to participate in.

If you would like to become part of our Virtual Arts Market, please fill out our registration form through our survey monkey link

<https://www.surveymonkey.com/r/OnlineArtfest2020>

We are looking to provide Artist, Artisan, Performers and Independent Author vendors information online, along with activities for our residents to create at home.

Artfest is going to operate online from Saturday May 23rd to Friday May 29, 2020.

All City teams, local businesses, and partners are welcomed to contribute activities or videos; which will be shared through the online portal, and City social media channels

### Exclusions and Removal of Objects

No manufactured or non-Canadian items are allowed. The exhibitor agrees to remove from display and sale, all items deemed objectionable. The City of Pickering reserves the right to change the exhibit, should the need arise.

Cultural Services will provide some tips and guidelines for video production to those who confirm participation. Videos will be shared on social media and the City website, outside organizations contributing content are also welcomed to post on their websites/social media channels and tag the City.

Date to confirm participation is Friday May 15th through our Survey Monkey link

<https://www.surveymonkey.com/r/OnlineArtfest2020>

## Sue Foley

Date and Time: Saturday, May 23 8:00 pm - 11:00 pm

Address: St. Francis Centre; 78 Church Street South, Ajax

**Sue Foley** is a multi-award-winning musician and one of the finest blues and roots artists working today. She's a triple-threat as a lead guitarist, songwriter and vocalist. Foley has a long history of defying convention, and being a positive role model for aspiring, young female musicians.

She began her recording career in Austin, TX with Antone's, the esteemed blues label and historic nightclub that helped launch the career of **Stevie Ray Vaughan** and many others. In 2001, she won the prestigious Juno Award (Canadian equivalent of the Grammy) and also holds the record for the most Maple Blues Awards in Canada and has earned three Trophees de Blues de France. She has also garnered several nominations at the Blues Music Awards from The Blues Foundation.

*The Ice Queen* (Mar. 2, 2018) was recorded in San Marcos, Texas. The album represents Foley's full circle journey – her return to the roots of her career in Austin and her reconnection with many old friends. Joining Sue Foley as special guests is a trio of legendary Texas guitar-slingers – Jimmie Vaughan, Z.Z. Top's Billy F Gibbons and Charlie Sexton - as well as a host of other Lone Star State all-stars. Since its release, *The Ice Queen* has been nominated for a Juno Award, Two Blues Music Awards and Six Maple Blues Awards. Sue and her band continue to keep a vigorous touring schedule in support of this successful album.

## Sunday, May 24, 2020

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### East Meets West with Durham Chamber Orchestra

Date and Time: Sunday, May 24 2:30 am - 4:15 pm

Address: performed at Forest Brook Community Church

Durham Chamber Orchestra with Music Director Carlos Bastidas presents a collection of favourite music pieces from around the world. Featuring the musically narrated story Peter & the Wolf from Russia, Pomp & Circumstance from Britain and more. Come out and enjoy this musical journey

### Artfest on the Esplanade Virtual Arts Market

Date and Time: Sunday, May 24 11:00 am - 5:00 pm

Address: One The Esplanade

You may have heard – Artfest is moving online!  
This new program is free to participate in.

If you would like to become part of our Virtual Arts Market, please fill out our registration form through our survey monkey link

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Date to confirm participation is Friday May 15th through our Survey Monkey link

<https://www.surveymonkey.com/r/OnlineArtfest2020>

All content to be submitted by Friday May 15th to [events@pickering.ca](mailto:events@pickering.ca)

## **Sunday Speaker Series: 1812 & the Age of Sail**

Date and Time: Sunday, May 24 1:00 pm - 3:00 pm

Address: 16210 Island Rd. Port Perry

A lively and interactive discussion by author Cheryl Cooper on the fascinating naval aspects of the War of 1812 ; the hardships and conditions faced by the men who fought for their country on board warships; the words and expressions we use in our everyday language that take their origins from life on the sea; and the inspiration behind writing novels set on the Atlantic Ocean. Admission is \$10.

## **Monday, May 25, 2020**

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### **The Road Back: Employer Best Practices for Continuing Remote Operations and for Returning to Work**

Date and Time: Monday, May 25 9:00 am - 10:00 am

Address: Webinar

As the Ontario Government has provided its framework for reopening the province and workplace safety guidelines, businesses are now turning their minds to reopening their place of business. In order to continue remote operations and possibly reopen operations, it is important that all businesses understand their options and obligations. Further to this, on May 25, Christine Ashton (a lawyer and partner with Wilson Vukelich LLP) will present a complimentary webinar on Empl

**During this webinar, Christine will discuss:**

1. What are your health and safety obligations under the Occupational Health and Safety Act and the new COVID-19 guidelines?
2. What should your COVID-19 workplace safety policies and procedures look like?
3. What PPE (personal protective equipment) should you be providing to your workers?
4. How can you best manage your remote workers?
5. What should your remote workplace policies be like?

## **Land Division Committee Virtual Meeting**

Date and Time: Monday, May 25 9:00 am - 4:30 pm

## **Artfest on the Esplanade Virtual Arts Market**

Date and Time: Monday, May 25 11:00 am - 5:00 pm

Address: One The Esplanade

You may have heard – Artfest is moving online!  
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<https://www.surveymonkey.com/r/OnlineArtfest2020>

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## Durham Business Recovery Series: Navigating the New Normal

Date and Time: Monday, May 25 2:00 pm - 3:00 pm

Address: Webinar

Join panelists Perrin Beatty, Rocco Rossi, and Michelle Eaton for a panel discussion on how the business community can navigate the path to a new normal.

### Hosted by:

#### **John Henry – Chair, Region of Durham**

Elected as Durham's Regional Chair and CEO in 2018, John Henry served as the Mayor of Oshawa from 2010 to 2018, and Regional Councillor for Oshawa's Ward 5 from 2006 to 2010. Born and raised in Oshawa and a dedicated volunteer, John has a vested interest in the future development, prosperity and quality of life for Durham residents, while keeping a close eye on fiscal responsibility.

### Panelists:

#### **Perrin Beatty – President and CEO of Canadian Chamber of Commerce**

The Honourable Perrin Beatty, PC, OC, is the President and Chief Executive Officer of the 200,000-member Canadian Chamber of Commerce, Canada's largest and most representative national business association. Before joining the Canadian Chamber in August 2007, Perrin held the same role at Canadian Manufacturers & Exporters (CME).

#### **Rocco Rossi – President and CEO of Ontario Chamber of Commerce**

A successful entrepreneur and business executive, champion fundraiser, and dedicated public servant, Rocco Rossi joined the Ontario Chamber of Commerce (OCC) in 2018 as President and CEO. Prior to joining the OCC, Rossi most recently served as President and CEO of Prostate Cancer Canada where he helped to advance the research, advocacy, education and awareness of the most common cancer in men.

#### **Michelle Eaton – Vice President, Public Affairs, Ontario Chamber of Commerce**

A communications and public affairs professional for close to 15 years, Michelle Eaton joined the OCC team in 2018 as Vice President of Communications and Government Relations. Michelle has provided strategic direction, vision, and advice on communications and public affairs strategies to executives in multinational Fortune 500 Companies as well as senior federal cabinet ministers. Michelle is also currently the Chair of the Canadian Taxpayers Federation.

## Tuesday, May 26, 2020

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### mMornings: Cybersecurity for small businesses

Date and Time: Tuesday, May 26 8:30 am - 10:00 am

Address: Webinar

Does your business have a plan for cyberattacks? Cyberattacks on big companies dominate the

news, but small businesses are big targets too. One in five small businesses fall victim to a cyberattack and of those, 60 per cent go out of business in six months. Data shows that most small business owners don't have a plan for response if they're hit.

That's a problem, because cyberattacks can range from the mildly annoying to the deeply destructive. Even the smallest can be costly and time consuming. From phishing scams to data breaches, the average attack costs a business \$9,000, says the National Small Business Association.

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

- Why saying "that happens to other businesses - it won't happen to us" can put you out of business
- How you as a business owner can be confident you're fully protected and secure
- The calculation breakdown of the actual loan amount
- What the loan conditions are
- What information is to be provided

### **Who should attend:**

- Members and non-members interested in networking and learning in a fun and supportive environment
- Individuals interested in protecting their business against cyber threats

## **Ajax-Pickering Board of Trade: Now What?! Navigating A 'New Normal' for Business**

Date and Time: Tuesday, May 26 10:00 am - 11:00 am

Address: Webinar

Following an unprecedented shut down of the Canadian economy, businesses are now preparing to recover and navigate what is sure to be a new normal. Building resilience, driving innovation and new ways of working will be key to getting our economy thriving again.

### **In this webinar you will hear from the co-founders of ThryvX Consulting on how to:**

- Answer the 'Call To Action' and become a Government Supplier. Re-tool Your Business and Becoming a Vendor of Record
- Renegotiate and optimize your contracts while reducing costs
- Market your business in an economic downturn
- Marketing tools that are free or low cost
- Navigate the changing landscape of HR. Implications to consider while working remotely and impacts on your company culture

## **Clarington Board of Trade and Office of Economic Development: Safeguarding your Technology**

Date and Time: Tuesday, May 26 10:00 am - 11:00 am

Address: Webinar

Join CBOT and the MicroAge team as they discuss how to stay safe and productive during this Pandemic. We will share best practices and what you can do starting today to keep your technology safe, and what you can employ in the future even after the lock-down is over!



## Artfest on the Esplanade Virtual Arts Market

Date and Time: Tuesday, May 26 11:00 am - 5:00 pm

Address: One The Esplanade

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## Virtual BACD Biz Lunch

Date and Time: Tuesday, May 26 12:00 pm - 2:00 pm

Address: Webinar

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.

In order to ensure the health and safety of our community, businesses, staff and stakeholders, we have made the decision to move our advisory meetings and events/workshops to virtual platforms as of Monday March 16th, 2020 until further notice.

**\*\* CANCELLED\*\* Accessibility Advisory Committee Meeting**



Date and Time: Tuesday, May 26 1:00 pm

## **\*\* CANCELLED\*\* Energy from Waste - Waste Management Advisory Committee Meeting**

Date and Time: Tuesday, May 26 7:00 pm

## **Wednesday, May 27, 2020**

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

Date and Time: Wednesday, May 27 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.

A one-day course is taught by a public health inspector. A written exam is taken at the end of the course. Participants who pass the exam will get a Food Safety Training Certificate and laminated wallet card.

[Course details, registration and payment details.](#)

### **Regional Council Meeting**

Date and Time: Wednesday, May 27 9:30 am

### **Moving Forward in Difficult Times: Part 1 Lead your Business through Crisis**

Date and Time: Wednesday, May 27 9:30 am - 11:30 am

Address: Webinar

Re-Frame your mindset so that you can move forward in these difficult times.

Why Attend: 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.
- 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:

“Creativity comes to you when you are taking action. Not when you're thinking.” – John Maxwell.

- How do you determine the right action in a time of crisis?
- Practical ways to maneuver through times of difficulty and adversity
- Principles and Practices such as:
  - Putting People First – what do they need
  - Educate yourself to properly communicate with good judgement
  - Effectively battle distractions during times of crisis and stress
  - Mind Wandering
  - Negative Thinking
  - Uncertain Anxiety
- Increased awareness of how to lead your business through this crisis and gaining traction

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## **What to Know About SEO: Practical Tips for Business Owners**

Date and Time: Wednesday, May 27 1:00 pm - 2:00 pm

Address: Webinar

Join us to learn more about Search Engine Optimization (SEO) and how it impacts your business! From on page to off page, blogging and mobile optimization. We will cover topics and over solutions you can act on immediately. We are here to help your business StandOut!

Learning Goals:

- What SEO is and how it affects your business
- 2 Different types of SEO (On Page & Off Page)
- 5 On Page & Off Page Tips to Increase your SEO

About The Presenter

My name is Eric Perez-Salas and I am the founder of StandOut Social Marketing. In business since February 2017, I have dedicated my time to assisting local businesses grow online.

I have studied at Durham College, UOIT and Trent U of Durham receiving my Paralegal Diploma, Legal Studies BA (Hons) and Post-Graduate certificate in marketing.

In the past I have worked as a McDonalds crew trainer, City of Oshawa Camp Counsellor and Employment Coach.

I actively enjoy playing sports including hockey, football and weightlifting.

A key to my success has been consistency.

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

Date and Time: Wednesday, May 27 4:00 pm - 6:00 pm

Address: Webinar

Financials and Operations

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

## **Virtual Fireside Chat with Swift Medical**

Date and Time: Wednesday, May 27 6:00 pm

Address: Webinar

Join us as Katie Zeppieri from Girl Talk Empowerment sits down with Melissa Alvares, the VP of Marketing with Swift Medical — the leader in Wound Care Management Technology that's used by more than 2,000 healthcare facilities. Swift Medical's technology alleviates the global prevalence of, and challenge of treating, chronic wounds by capturing wound images and measurement without the doctor or nurse having to touch the wound. Swift Medical's technology also digitizes, tracks and automates the entire wound care management workflow, creating better outcomes from capture to claim.

We'll be asking Melissa to share her insights on how Swift's technology is being used during the COVID-19 pandemic, how she successfully amplified the brand, and marketing tips for startups to accelerate their business in the tech space.

Named to CDN's Top 25 Tech Newsmakers and CDN's Top 25 Women in IT, Melissa Alvares has 20 years of experience in everything marketing, from high level creative branding to Demand Gen and sales enablement. She loves to lead and inspire marketing teams, especially ones that are new and finding their way. Melissa started her career doing marketing for an IT company, Softchoice, when the marketing team was only 10 people strong. Melissa then took her experience building and expanding marketing teams to The Ian Martin Group and Sparkrock before landing at Swift Medical a little over 2 years ago. Starting with building the employer brand and using DemandGen techniques to drive a huge post-Series A recruitment campaign, she then worked to build out Swift's direct marketing strategy across multiple verticals with a focus on extremely tight sales and marketing alignment.

## Thursday, May 28, 2020

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### Optimizing your website for success

Date and Time: Thursday, May 28 9:00 am - 10:30 am

Address: Webinar

In this workshop, you will learn to build and enhance a website (whether by you or a professional) that works for your business and anchors your online marketing presence.

- How to register a Domain
- Choosing a website platform
- How to create a sitemap/website menu
- Brand your site assets
- Creating web content
- Add an action so that customers buy from you
- How to setup your website for SEO & Google Ranking

### Artfest on the Esplanade Virtual Arts Market

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## Ajax-Pickering Board of Trade: Excel Tips and Tricks – Upgrading Skills While Working From Home

Date and Time: Thursday, May 28 11:00 am - 12:00 pm

Address: Webinar

Do you use Excel, but not sure how to utilize some of the features? Are you working remotely and want to improve your knowledge or ask an Excel related questions? Now's your chance! Please join us for

Excel Tips and Tricks Creating Content Can Be Time Consuming, But It Doesn't Have to Be!

During this session, you will glimpse into some of the lesser-known applications of Excel's efficiency features. You will get practical demonstrations of how to use Excel's Flash Fill and Fill Handle features. You will also be taught how to take a complicated spreadsheet and make sense of it all.

#### Here is what will be covered during the webinar

- Magical Ways to use Flash Fill
- Extracting Text/Combining Text and Changing Case
- Extracting; Dates/Numbers from Text/Parts of Numbers/Extracting Hours and Minutes
- Adding Text to Numbers
- Removing Unnecessary Spacing
- Using the Fill Handle as Flash Fill

## Golf Fore Grandview Kids Charity Golf Classic

Date and Time: Thursday, May 28 11:00 am - 9:00 pm

Address: Deer Creek Golf Club

Join us for our 24<sup>th</sup> annual golf tournament and enjoy a day of golf, lunch, on-course activities, dinner, silent auction and more. All proceeds from this year's event will help Grandview kids to live life to their full potential.

If you are interested in learning more, please visit [www.grandviewkidsfoundation.ca/golf-2](http://www.grandviewkidsfoundation.ca/golf-2).

Grandview Kids makes a big difference in the lives of children and youth across Durham Region. Your support could help a child achieve an important personal milestone like saying their first word or taking their first step. Because of you, more Grandview kids will be able to live their best life.

## **BACD Start Up Session**

Date and Time: Thursday, May 28 2:00 pm - 3:30 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

## **Ontario Tech University: Navigating Normal – Empowering Care Partners at Home**

Date and Time: Thursday, May 28 2:30 pm

Address: Webinar

We are pleased to announce Navigating Normal – Empowering Care Partners at Home taking place Thursday May 28, 2020. This is a FREE online session open to the public.

Caring for ourselves is downright tough during uncertain times. Caring for others can be overwhelming. This session will explore creative paths to find joy through the chaos and learn new ways to cope when change is inevitable. Join us in this engaging session while you learn practical and empowering tips, tools and resources.

The facilitator for this session is Pam Brandon Founder of AGE-u-cate® Training Institute, A Texas-based company with an international presence as a leading provider of ageing and dementia training for professional and f

family caregivers. Pam's personal journey of caregiving was the inspiration behind her work, and she remains a passionate advocate for older adults and their care partners.

## Friday, May 29, 2020

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### Spark Centre: Determining Marketing Spend in Uncertain Times

Date and Time: Friday, May 29 10:00 am - 10:30 am

Address: Webinar

If you're an entrepreneur or business leader worried about how to put your current lead generation program online, or are undecided if these unprecedented times are the right moment to spend money on marketing, this informative **FREE 5-PART WEBINAR SERIES** is for you!

Join [Marketing CoPilot Founder](#) and Spark Centre Marketing Advisor, **Marie Wiese**, every Friday in May for this engaging series that explores the **5 most important B2B Marketing tools that every company needs *right now*** to stabilize and grow your business through Lead Generation.

#### Dates and topics:

May 1 – *The Power of Your Message*

May 8 – *Content That Builds Trust*

May 15 – *Engaging the Cautious Buyer*

May 22 – *Your Website's Response to Change*

May 29 – *Determining Marketing Spend in Uncertain Times*

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## **The Charles H. Best Diabetes Centre Light up the Night Durham**

Date and Time: Friday, May 29 7:00 pm - 11:59 pm

Address: 360 Columbus Rd East

We are so excited to announce that on Friday May 29<sup>th</sup>, 2020, **The Charles H. Best Diabetes Centre**, in partnership with The Royal Ashburn Golf Club, is hosting **Light up the Night Durham**. A fun and entertaining charity cocktail style evening where you will enjoy a host bar, delectable appetizers and the smooth sounds of live jazz music. There will be no shortage of entertainment, making for a fun and interactive night for you and all of your guests.

For over 30 years, The Charles H. Best Diabetes Centre has provided exceptional community-based services driven by our patients and their need for lifelong care, education and support. Our mission is to keep our children, youth and adults living with type 1 diabetes healthy until a cure is found.

**With your help**, these unique healthcare services will continue to be available until a cure is found.

## **Saturday, May 30, 2020**

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

Date and Time: Saturday, May 30 9:30 am - 1:30 pm

Address: EarlyON CFC Whitby, St. Matthew the Evangelist C.S, 60 Willowbrook Drive, Whitby

## **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.

## **Sunday, May 31, 2020**

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## Walk for Dog Guides

Date and Time: Sunday, May 31 10:00 am - 1:00 pm

Address: Port Perry

For over 34 years, the Pet Valu Walk for Dog Guides has been a vital national fundraiser in support of Lions Foundation of Canada Dog Guides. Taking place in approximately 300 communities across Canada, the Pet Valu Walk for Dog Guides raises funds to help train Dog Guides for Canadians with visual, hearing, medical or physical disabilities. To date, the Walk has raised more than \$18 million and placed more than 3,000 Dog Guides with Canadians with a medical or physical disability, all at no cost. This is the third year we have a walk Port Perry Pet Valu Walk for Dog Guides on the National Walk Day, the last Sunday in May, Sunday May 31. There is no registration fee and 100% of the funds you raise will go towards the cause. The Port Perry Pet Valu walk starts in Palmer Park, walks along the beautiful Port Perry and boardwalk, into downtown and ends at the Old Flame Brewery with a free lunch, gelato, prizes and an after party. Last year over 200 people attend !

<https://calendar.durham.ca>