

## **Tuesday, January 5, 2021**

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### **Free Virtual Event: 44th Annual Outlook: 2021 (Canadian Club)**

Date and Time: Tuesday, January 5 11:30 am - 12:30 pm

Address: Webinar

For over forty seasons, Canadian Club Toronto and the National Post have gathered expert panelists each New Year for a forecast luncheon on the economy, the markets and political issues that will affect Canadians in the year ahead. In a year where nothing has been predictable, Outlook 2021 looks for predictions we can make.

## **Wednesday, January 6, 2021**

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

Date and Time: Wednesday, January 6 8:30 am - 9:30 am

Address: Webinar

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

### **BACD Start Up Session**

Date and Time: Wednesday, January 6 9:30 am - 11:00 am

Address: Webinar

Starting a business is hard and that's where we come in. Our mission is clear – we are here to support your Business Success. We equip you with the skills, knowledge and tools to start and grow successfully. Let's build your action plan together!

BACD's Business Fundamentals series includes the Start up Session as well as Marketing & Sales, Business Planning and Finance & Operations. The Start Up Session is held weekly and the other 3 are all held every month rotating between morning, afternoon and evening sessions and can be taken in any order.

These sessions are ideal for budding entrepreneurs and those considering opening their own small business or wanting to formalize their business operations and a great place for you to start exploring the fundamentals of ev

ery successful business.

This online session is presented by BACD's advisors who have all been entrepreneurs themselves.

Start Up Session: An overview of the fundamental elements of success for every business (Business Concept, Marketing & Sales, Operations and Finance) and gives the steps needed to start successfully and to grow.

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

## Works Committee Meeting

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

## Transit Executive Committee Meeting

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

## Google Analytics for Small Business: Online Webinar (The Ontario Digital Main Street Initiative)

Date and Time: Wednesday, January 6 7:00 pm - 8:30 pm

Address: Webinar

Ever wondered who's visiting your website, and what they're doing there? Google Analytics can tell you all of that and more. Discover the fundamentals of Google Analytics in this beginner-level webinar.

### *You'll learn:*

- How to connect your website to Google Analytics
- How to set up Google Analytics properly to filter out irrelevant traffic
- How to create custom views and set goals within Google Analytics
- How to generate 5 key reports to let you know how your website is performing
- How to configure Google Analytics to automatically send you reports

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## Thursday, January 7, 2021

## **Mental Health in the Workplace**

Date and Time: Thursday, January 7 10:00 am - 11:00 am

Address: Webinar

The start of the New Year is especially hard for many. It is cold out, new resolutions are already falling, and the bills from the holiday spending are coming in. This webinar is designed to help Executives, HR, and People Leaders support the well-being of employees.

This webinar focuses on how prevalent mental illnesses and stigmatized attitudes are in the Canadian workplace. To reduce stigma in the workplace, we will educate your participants first on recognizing signs and symptoms of depression and anxiety in the workplace, and then how to respond. Research has shown that investing in a mentally healthy workforce is good for employees and employers alike. And now, during COVID-19, more than 80% of employees are reporting they are experiencing mental health problems.

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

Date and Time: Thursday, January 7 11:30 am - 12:30 pm

Address: Webinar

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

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

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

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

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

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

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

Address: Webinar

Business Planning

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

your own business.

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

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

## Saturday, January 9, 2021

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### **NoRtH: An exhibition of abstract landscapes in acrylic by Leslie Beauchamp**

Date and Time: Saturday, January 9 11:00 am

Address: 175B Queen Street, Port Perry, Ontario

Leslie Beauchamp's exhibition **NoRtH** captures the magnificence of winter. Leslie is an acrylic painter who expresses what most ignore. When she was asked to make a statement about this show she said "There is a beauty in the bleak time between mid-November and mid-March. The world, in the northland, seems to be dull, monochromatic and we inhabitants tend to try to escape it, or at least ignore it. This show, **NoRtH**, endeavours to reflect the power, the magnificence of our woodland surroundings in the bleakest of seasons." Join us at Scugog Arts Space located at 175B Queen Street, Port Perry January 9th through February 14, 2021.

## Monday, January 11, 2021

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

Date and Time: Monday, January 11 9:00 am - 4:30 pm

### **Value Proposition: Online Marketing Workshop (Spark Centre)**

Date and Time: Monday, January 11 10:00 am - 11:00 am

Address: Webinar

This 1-hour virtual workshop is for **anyone who thinks their online content is not attracting the right buyers**. Spark Centre's Marketing Advisor, Marie Wiese will guide you through a process so you can succinctly and with authority answer the question, "why should I buy from you?" Your website is part of your sales funnel. **Having a clear value proposition improves digital lead generation and sales performance.**

Requirements – attendees should note the following:

- This workshop is ideal for **Discovery** and **Validation** stage clients
- You must have a **website** in place for your business
- Once you register, you will receive a homework assignment that must be **completed and brought to the workshop**

## Tuesday, January 12, 2021

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

Date and Time: Tuesday, January 12 8:00 am - 9:00 am

Address: Webinar

Free for all Chamber members.

### Finance and Administration Committee Meeting

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

### Brand Strategy 101 Workshop (Ajax Pickering Board of Trade)

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

Address: Webinar

Part 2 of this workshop will take place on January 19, 2021.

In the words of Jeff Bezos (CEO & Founder of Amazon), "Your brand is what other people say about you when you are not in the room."

Do you have a brand strategy?

When it comes to building a business, having a solid brand strategy is everything. A lot of people think that branding is just about creating a logo. That is far from true.

In actuality, your brand is the face of your business — it represents who you are and what you promise to deliver. A well-defined and executed brand strategy affects all aspects of a business and is directly connected to consumer needs, emotions, and competitive environments.

This course will cover how to distinguish your brand from other brands in terms of associated brand attributes, benefits to users, and/or market segment emphasis. Great brands understand who their potential customers are, how they think, what they need, and very importantly, where they spend their time at.

## **Durham Agricultural Advisory Committee Meeting**

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

## **Wednesday, January 13, 2021**

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

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

### **Maker Meet Up – Planning for a great 2021!**

Date and Time: Wednesday, January 13 10:00 am - 11:30 am

Address: Webinar

Let's talk about 2020 and what we learned and then plan for a great 2021! Come prepared to share, learn, plan and write down your goals!

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.

In this interactive session facilitated by Cheryl Wilson of The Makers Hub and Teresa Shaver from BACD we will talk about 2020 and what we learned and then plan for a great 2021! Come prepared to share, learn, plan and write down your goals!

### **Lunch & Learn: FanSaves (Whitby Chamber)**

Date and Time: Wednesday, January 13 12:00 pm - 1:30 pm

Address: Webinar

Interested in entrepreneurial journeys and how their key learning might apply to your business? Bring your own lunch and learn about FanSaves in this free-to-attend virtual event. Hear about the entrepreneurial journey of FanSaves founders, Kris and Shannon, while also learning how to leverage FanSaves to market your business.

**FanSaves is a free app** that anyone can download to start saving on member products and services.

### **Business Financials – Future Proof (Digital Main Street)**

Date and Time: Wednesday, January 13 2:00 pm - 3:30 pm

Address: Webinar

# **From checking the viability of your new business model to calculating your break-even point, join for a session on financial management.**

Future Proof is a program that assists businesses with identifying new markets, pivoting their business model, and developing and implementing a deep digital transformation plan. Join via Zoom link below.

Understanding your financials gives you the confidence you need to make sure you're always making the decision that's right for you and your business. It takes the unpredictability out of running a business, allows you to learn from the past, and to plan for the future. And it doesn't have to be hard.

In this interactive online Q&A session, we'll cover the financials you need to know as a business owner and how to calculate your break-even point. You'll get a unique opportunity to get simple and direct answers from experts about your most pressing financial questions.

Join us for a short presentation on:

- How to check the viability of your new business model.
- How to calculate your new break-even point.
- Financial management strategies to grow your businesses.

Followed by a Q&A:

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

## **BACD Business Plan Masterclass**

Date and Time: Wednesday, January 13 4:00 pm - 6:00 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 masterclass will take you through the steps of writing your business plan and creating your financial projections – needed when applying for loans and funds and to provide clarity and direction in a business owner's journey.

If you want step by step guidance in writing your business plan this is for you! We will go through all the sections in the business plan as well as the cash flow document.

## **Small Business Websites 101: Online Webinar (The Ontario Digital Main Street Initiative)**

Date and Time: Wednesday, January 13 7:00 pm - 8:30 pm

Address: Webinar

There is a great deal to consider when you're building a new website or redesigning an existing one. This beginner workshop covers everything you need to know, from choosing and registering a domain name, to building the website itself, to making sure it's secure. ***You'll learn:***

- What a domain name is and how to register the right one(s) for your business.
- How to get an email address that matches your domain name.
- How to comply with the Accessibility for Ontarians with Disabilities Act (AODA) with a fast, accessible, and mobile-friendly website.
- What to consider when choosing a website platform such as WordPress, Shopify, or Squarespace.
- How to set up an online store, how to accept payments online and other e-commerce fundamentals.
- How to make a website secure and back it up regularly.
- What you can do yourself and when to hire a pro.

## Thursday, January 14, 2021

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

Date and Time: Thursday, January 14 11:30 am - 12:30 pm

Address: Webinar

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

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

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

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

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

### "All About Specialty Crops" Workshop Series - Overview of Specialty Crop Production

Date and Time: Thursday, January 14 12:00 pm - 1:00 pm



Address: Webinar

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

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

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

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

**Jan 14, 12pm-1pm:** *Overview of Specialty Crop Production*

- Specialty Crop Production
- Specialty Crop Pest Management
- Specialty Crop Marketing

## **BACD Start Up Session**

Date and Time: Thursday, January 14 2:00 pm - 3:30 pm

Address: Webinar

Start Up Session: An overview of the fundamental elements of success for every business (Business Concept, Marketing & Sales, Operations and Finance) and gives the steps needed to start successfully and to grow.

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

## **Friday, January 15, 2021**

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

Date and Time: Friday, January 15 10:00 am - 3:00 pm

# Tuesday, January 19, 2021

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## COVID-19's Impact on Business with the Industry Strategy Council (Canadian Chamber)

Date and Time: Tuesday, January 19 1:00 pm - 2:30 pm

Address: Webinar

Please join the Perrin Beatty, President and CEO of the Canadian Chamber of Commerce along with, Monique Leroux, Vice-Chairman of Fiera Holdings Inc. and Chair of the Industry Strategy Council, Murad Al-Katib, President and CEO of AGT Foods, and Ben Cowan-Dewar, Co-founder and CEO of Cabot Links to discuss the Industry Strategy Council and Canada's economic competitiveness.

A smooth economic recovery will require continued collaboration between the public and private sectors in the wake of the COVID-19 pandemic. Within this context, the federal government created the Industry Strategy Council. This council serves as a forum where experienced business leaders share perspectives regarding the impact of COVID-19 on key sectors of the Canadian economy.

## How to Use Email Marketing to Grow Your Business

Date and Time: Tuesday, January 19 2:00 pm - 3:30 pm

Address: Webinar

Email is one of the oldest and easiest ways to make money in e-commerce for businesses of any size. Today, whether you're selling online or in person, effective email marketing can create a steady flow of predictable and consistent sales that can become a major source of income for any business.

Email may seem intimidating, but it's incredibly easy to start, maintain, and grow an email list that converts for any small business.

Join us for an interactive online Q&A session that'll teach you how to start, grow, or scale your email marketing to make more profit.

Join us for a short presentation on

- How any business can start using email today to generate sales
- Tools and tricks that make email marketing almost automatic
- How to grow your email list and drive sales online

Followed by a Q&A session where

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

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

Date and Time: Tuesday, January 19 4:00 pm - 6:00 pm

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.

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

## **Maximizing Your Online Advertising & Digital Marketing Budget: Webinar (The Ontario Digital Main Street Initiative)**

Date and Time: Tuesday, January 19 7:00 pm - 8:30 pm

Address: Webinar

You don't need a big budget to get noticed on the web - you just need creativity! Savvy businesses are using bootstrap digital marketing techniques to amplify their message online. In this hands-on workshop, you'll learn the tricks and tools needed to market your business effectively on a shoestring budget. This webinar is presented in partnership with the Alliston BIA.

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

- How to create a basic online marketing strategy and measurement plan that fits for your business size and goals.
- Why email marketing can be a powerful and cost-effective way to grow your business.
- How to get people to sign up for an email list while following best practices and the Canadian Anti-Spam Legislation (CASL).
- How to take advantage of influencer marketing, affiliate marketing and other ways to generate word-of-mouth.
- How to advertise cost-effectively through Google ads, Facebook ads and other ad networks.
- What free or low-cost graphic design tools to use to create eye-catching online ads.

## **Transit Advisory Committee Meeting**

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

## **Wednesday, January 20, 2021**

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### **Looking Ahead for 2021: A Roadmap for Employers During the Ongoing Pandemic (APBOT)**

Date and Time: Wednesday, January 20 9:30 am - 10:30 am

Address: Webinar

COVID-19 had a significant impact on both the economy as well as all of our lives in 2020. We expect that to continue for the months ahead in 2021. As we ring in the new year, we invite you to join Dan Condon and Christine Ashton on January 20, 2021 for a webinar which will address the top concerns for employers as 2021 begins in order to ensure that your business is positioned to thrive in 2021.

### **Cannabis Act Review: Medical Cannabis and Cannabis Health Products**

Date and Time: Wednesday, January 20 1:00 pm - 2:30 pm

Address: Webinar

On the second anniversary of legalization of recreational cannabis for adult use, the Canadian Chamber of Commerce's National Cannabis Working Group is launching an industry-led review of the Cannabis Act to provide recommendations on how the government should improve Canada's federal legislative and regulatory frameworks for cannabis.

The Cannabis Act, which came into force on October 17, 2018, requires that the Minister of Health initiate a review of the Act by October 17, 2021, three years following the legalization of recreational cannabis for adult use. In advance of the federal government's review of the Act, the National Cannabis Working Group will be leading an industry review of the legislation.

The review of the Act will be led by Eric Foster, Partner and Leader of the Dentons Canada cannabis practice. Dentons is a global leader in the cannabis industry, providing cannabis industry stakeholders with the full suite of legal services they need in order to grow, protect, operate and finance their businesses, both in Canada and internationally.

## **Thursday, January 21, 2021**

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### **Ontario Small Business Support Grant Webinar: Hassle-free but maybe not Question-free (Town of Ajax)**

Date and Time: Thursday, January 21 7:30 am - 8:30 am

Address: Webinar

Join us for a 15-minute explanation of the qualification and application process for the new Ontario Small Bus

ness Support Grant which offers between \$10,000 and \$20,000 for small business owners. A question and answer session will follow.

## **Online Workshop: International Patent Protection & Software and Business Method Patents (Spark Centre)**

Date and Time: Thursday, January 21 9:00 am - 10:00 am

Address: Webinar

Join Tony Orsi and Ray Kovarik from Bereskin & Parr LLP to learn about International Patent Protection and Software and Business Methods Patents.

During this workshop you'll learn techniques to determine whether patent protection applies to innovations in the software and business model fields. They will also discuss international patent filing strategies for inventions in different technical fields.

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

Date and Time: Thursday, January 21 11:30 am - 12:30 pm

Address: Webinar

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

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

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

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

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

Date and Time: Thursday, January 21 12:00 pm - 1:30 pm

Address: Webinar

Join us and the Town of Whitby for a virtual mNetworking session. Each event will focus on a different business

ss theme presented by Town of Whitby staff. This month's topic is Economic Development at the Town of Whitby.

## "All About Specialty Crops" Workshop Series - Lavender, Hops, Cannabis & Industrial Hemp

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

Address: Webinar

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

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

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

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

**Jan 21, 12pm-1pm:** *Lavender, Hops, Cannabis & Industrial Hemp*

- Lavender
- Hops
- Cannabis & Industrial Hemp

## How to Raise Money to Grow Your Business

Date and Time: Thursday, January 21 2:00 pm - 3:30 pm

Address: Webinar

In order to scale, your business needs money. Whether it's for equipment, personnel, or marketing, the path to real growth is sometimes paved with capital your business just doesn't have.

Getting the money, you need to grow your business isn't an easy process or decision. How to convince people to give you money, who you should and shouldn't take money from, and the terms of the loan or investment are all big and important questions that have massive implications on your business' ability to thrive and survive.

Join us for an interactive online Q&A session that'll teach you how to raise money, whether you should, and how to do so effectively.

Join us for a short presentation on

- How to raise money for your business
- Sources of money to look for and avoid

- How to calculate how much money you need

Followed by a Q&A session where:

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

## **BACD Start Up Session**

Date and Time: Thursday, January 21 3:00 pm - 4:30 pm

Address: Webinar

Start Up Session: An overview of the fundamental elements of success for every business (Business Concept, Marketing & Sales, Operations and Finance) and gives the steps needed to start successfully and to grow.

We will go through our Start Up Checklist and cover:

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- HST requirements
- Start up funding
- Business Insurance
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- Name and Brand considerations

## **Ontario Small Business Support Grant Webinar: Hassle-free but maybe not Question-free**

Date and Time: Thursday, January 21 4:30 pm - 5:30 pm

Address: Webinar

Join us for a 15-minute explanation of the qualification and application process for the new Ontario Small Business Support Grant which offers between \$10,000 and \$20,000 for small business owners. A question and answer session will follow.

## **Durham Environmental Advisory Committee Meeting**

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

## **Friday, January 22, 2021**

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## Java Jolt (Whitby Chamber of Commerce)

Date and Time: Friday, January 22 8:30 am - 9:30 am

Address: Webinar

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

## Durham Nuclear Health Committee Meeting

Date and Time: Friday, January 22 1:00 pm

## Saturday, January 23, 2021

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### Whitby Artistic Food Expo

Date and Time: Saturday, January 23 2:00 pm - 4:00 pm

Address: Webinar

Saffron Hub together with Artists & Artisans Development Network is excited to present the Whitby Artistic Food Expo virtually on Facebook & YouTube featuring Food Demos, Cultural Specialty Foods, Food Equipment & Technology. There will also be Prizes & Performances during the event!

Join talented chefs and home cooks as they display their work virtually due to COVID-19. Following the lectures and demonstrations there will be a food exhibition promoting the artistic creativity of small businesses and food entrepreneurs. The goal of this event in such an unprecedented time is to ensure the promotion and economic revival of small businesses, food entrepreneurs and food joints while ensuring people across the GTHA have the opportunity to view the vendors from Durham that are participating.

### Whitby Artistic Food Expo

Date and Time: Saturday, January 23 2:00 pm - 4:00 pm

Address: <https://www.facebook.com/events/203071254617942>

Saffron Hub and The Artists and Artisans Development and Network (AADN) invite you to participate in the Whitby Artistic Food Expo! This is a virtual event happening on Facebook and YouTube from 2-4PM on Jan 23 and 2-4PM on Jan 24 of 2021. It's FREE to participate.

Our goal is to ensure the promotion and economic revival of those small businesses, food entrepreneurs and food joints, and we want you to promote your business and share stories about your food journey at this event.

If you would like to participate and present as a food business, please email us at [info@saffronhub.org](mailto:info@saffronhub.org) as soon as possible to ensure a spot at the event, and we will send you the details regarding how to participate. Deadline for applications is Jan 15, 2021.



## Whitby Artistic Food Expo

Date and Time: Saturday, January 23 2:00 pm - 4:00 pm

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## Sunday, January 24, 2021

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### Whitby Artistic Food Expo

Date and Time: Sunday, January 24 2:00 pm - 4:00 pm

Address: Webinar

Saffron Hub together with Artists & Artisans Development Network is excited to present the Whitby Artistic Food Expo virtually on Facebook & YouTube featuring Food Demos, Cultural Specialty Foods, Food Equipment & Technology. There will also be Prizes & Performances during the event!

Join talented chefs and home cooks as they display their work virtually due to COVID-19. Following the lectures and demonstrations there will be a food exhibition promoting the artistic creativity of small businesses and food entrepreneurs. The goal of this event in such an unprecedented time is to ensure the promotion and economic revival of small businesses, food entrepreneurs and food joints while ensuring people across the GTHA have the opportunity to view the vendors from Durham that are participating.

### Whitby Artistic Food Expo

Date and Time: Sunday, January 24 2:40 pm - 4:40 pm

Address: <https://www.facebook.com/events/203071254617942>

Saffron Hub and The Artists and Artisans Development and Network (AADN) invite you to participate in the Whitby Artistic Food Expo! This is a virtual event happening on Facebook and YouTube from 2-4PM on Jan 23 and 2-4PM on Jan 24 of 2021. It's FREE to participate.

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If you would like to participate and present as a food business, please email us at [info@saffronhub.org](mailto:info@saffronhub.org) as soon

as possible to ensure a spot at the event, and we will send you the details regarding how to participate. Deadline for applications is Jan 15, 2021.

## **Monday, January 25, 2021**

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### **Buyer Persona: Online Workshop (Spark Centre)**

Date and Time: Monday, January 25 10:00 am - 11:00 am

Address: Webinar

**The Virtual Workshop that will help you understand your buyer so you can create the right content for their buyer journey.**

This 1-hour virtual workshop is for anyone that recognizes the importance of **having the right content on their website** to support what a buyer needs to make a purchase decision. With 60-70% of the buyer journey taking place online without the support of a sales person, sales and marketing teams need content that guides the journey not stops it due to confusion, clutter and unhelpful content.

## **Tuesday, January 26, 2021**

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### **Let's Talk: Mental Health in the Workplace (Oshawa Chamber)**

Date and Time: Tuesday, January 26 8:00 am - 9:00 am

Address: Webinar

Join your Greater Oshawa Chamber of Commerce on Tuesday, January 26th beginning at 8 a.m. and listen to Christina Fuda, Mental Health First Aid Coordinator at Ontario Shores Centre for Mental Health Sciences to listen to her talk about supporting our mental health at work during Covid-19.

### **BACD Business Plan Masterclass**

Date and Time: Tuesday, January 26 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 masterclass will take you through the steps of writing your business plan and creating your financial projections – needed when applying for loans and funds and to provide clarity and direction in a business owner's journey.

If you want step by step guidance in writing your business plan this is for you! We will go through all the sections in the business plan as well as the cash flow document.

## Accessibility Advisory Committee Meeting

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

## Wednesday, January 27, 2021

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### Durham Regional Local Housing Corporation Board Meeting

Date and Time: Wednesday, January 27 8:30 am - 9:00 am

### Employment Law – Return to Work Considerations (CBOT)

Date and Time: Wednesday, January 27 8:30 am - 9:30 am

Address: Webinar

The COVID-19 pandemic has resulted in significant changes to workplaces across the country and around the world. Employers will face different challenges before and after a vaccine becomes available.

This webinar will cover the key elements for employers when managing COVID-19 related issues, including

- Accommodation
  - Workplace accommodation obligations related to COVID
  - The availability of statutory leaves of absence
- Health and Safety
  - Ministry of Labour inspections
  - Occupational Health and Safety Liability
  - Work Refusals
- Recall and Return to Work
  - Can an employer require an employee to be vaccinated from COVID-19
  - Implementing COVID-19 related policies and procedures
  - Managing terminations and workforce changes

### Regional Council Meeting

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

### BACD Start Up Session

Date and Time: Wednesday, January 27 9:30 am - 11:00 am

Address: Webinar

Start Up Session: An overview of the fundamental elements of success for every business (Business Concept,

Marketing & Sales, Operations and Finance) and gives the steps needed to start successfully and to grow.

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

## **Business Operations**

Date and Time: Wednesday, January 27 2:00 pm - 3:30 pm

Address: Webinar

Efficiency is the key to profitability and scalability. As a small business owner, it's easy to become a bottleneck to the success of your business when, in reality, the best businesses are the ones that can run without you.

Streamlining operations allows your business to run more efficiently - creating more revenue with less effort. In this online interactive Q&A, we'll discuss systems you can use to manage your business and how to train, motivate, and protect staff.

Join us for a short presentation on:

- How to develop systems to better manage your business
- How to protect your business and staff.
- How to train and motivate people

Followed by a Q&A

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

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

Date and Time: Wednesday, January 27 2:00 pm - 4:00 pm

Address: Webinar

In this session we discuss Financials and Operations. By understanding the accounting and financial basics and

developing these operational strategies, you can create effective and efficient systems for running your business

Key concepts covered:

- Budgeting and budgets – looking at creating a sales forecast and an operating budget
- Understand your financial statements e.g. (Income Statement, Cash Flow and balance sheet)
- How to work out your break even analysis
- Tax deductible business expenses
- Source deductions
- Banking and payment processing options
- Tips for record keeping
- Customer service flow and process
- HR Rules and Regulations

## Thursday, January 28, 2021

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### In dialogue with Dan (Oshawa Chamber)

Date and Time: Thursday, January 28 8:00 am - 9:30 am

Address: Webinar

Mayor Dan Carter will address the membership on a livestream to talk about 2021!

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

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

Address: Webinar

Learning how to be more productive can be challenging with so many competing demands for one's time. In this workshop attendees will learn how to effectively set business goals to meet your strategic plan and to track progress. An approach in how to prioritize and allocate time for high payoff activities will be covered with an aim for achieving success.

Time management in these modern times is also a challenge and this workshop will cover key aspects for effective time management. The program will cover how to prioritize time, make daily plans for addressing imperative and important activities, addressing distractions from social media, setting up approaches for handling emails and notifications, and tips for working from home. This workshop will ultimately provide an overall perspective for achieving a work-life balance.

### HR Fundamentals: Online Workshop (Spark Centre)

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

Address: Webinar

Join us on Thursday, January 28 to learn from Andrea Bisenberger of **Durham HR Solutions** on the topic of **HR Fundamentals!**

Companies face increasing challenges trying to understand and stay current on the ever-changing legislative requirements, especially as we are all navigating through a pandemic. Even at the best of times, the world of HR can sometimes be overwhelming and difficult to navigate on your own but knowing where to start is half the battle!

## **Online Creators Mastermind (BACD)**

Date and Time: Thursday, January 28 10:00 am - 11:30 am

Address: Webinar

Our Second Online Creators Mastermind session for those who want to learn to sell products and services online.

You may be new to the online world and want some guidance and assistance as you layout and put the foundational pieces of the online arm of your business into place.

Whichever one of those got you nodding your head 'Yes,' the Online Creator Mastermind is going to help you do that.

Designed as a space for business owners (women and men) to connect, share resources, tips and things they've learned along the way and hear from experts that will answer questions about everything from what platforms to use to how to sell online to protecting your intellectual property.

Facilitated by Samantha King, founder of Fempire Builders and online business owner for years, and joined by experts in their fields, we will be joined each month by our members and professionals in the areas like intellectual property law, accounting, marketing and lead generation, sales strategies and, Samantha's favourite, turning customers of your online offerings into more recurring or 1:1 business!

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

Date and Time: Thursday, January 28 11:30 am - 12:30 pm

Address: Webinar

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

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

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

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

- Who is Digital Main Street?
- What is ShopHERE?

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

## "All About Specialty Crops" Workshop Series - Specialty Fruit & Nuts

Date and Time: Thursday, January 28 12:00 pm - 1:00 pm

Address: Webinar

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

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

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

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

**Jan 28, 12pm-1pm: *Specialty Fruit & Nuts***

- Haskap
- Elderberry
- Sea buckthorn
- Hazelnuts
- Other tree nuts
- Peanuts

## Startup Grind: Bailey Parnell

Date and Time: Thursday, January 28 6:00 pm - 8:00 pm

Address: Webinar

Join us at Startup Grind as Katie Zeppieri of Girl Talk Speakers sits down with one of Canada's Top 100 Most Powerful Women — Bailey Parnell!

Bailey is the Founder and CEO of SkillsCamp — a soft skills training company that works with businesses and educational institutions to help their staff and students develop the essential skills needed for personal and professional success like personal branding, stress-management, emotional intelligence and more. She is also the Founder of #SafeSocial, an organization that helps people understand the impact that social media has on mental health.

Her work and expertise has been featured in Forbes, CBC, FOX News, Flare Magazine and more and her TEDx

talk “Is Social Media Hurting Your Mental Health” has been viewed by over 1.4 million.

From her career journey with SkillsCamp and her inspiration behind #SafeSocial, to sharing her entrepreneurial insight and marketing wisdom as an award-winning digital marketer, this conversation with Bailey Parnell will be the one you’ll want to hear to kick start your success in 2021!

## SEO Fundamentals: Online Webinar (The Ontario Digital Main Street Initiative)

Date and Time: Thursday, January 28 7:00 pm - 8:30 pm

Address: Webinar

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

### *You’ll learn:*

- What Search Engine Optimization (SEO) is and how Google and other search engines work.
- How to successfully conduct keyword research so you can choose which keywords will attract the right website visitors.
- How to write website content with Google in mind, and how to leverage different types of content to generate the best search engine results.
- How listing and ranking websites can increase your SEO power.
- How to use social media and links from other websites to improve your Google ranking.
- How to measure your SEO efforts to see what’s working and what’s not.

## Friday, January 29, 2021

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### ISED Testing Stream Webinar (Canada Cleantech Alliance )

Date and Time: Friday, January 29 1:00 pm - 2:00 pm

Address: Webinar

Innovation, Science and Economic Development Canada (ISED) is seeking pre-commercial innovative prototypes that can be tested in real life settings and address a variety of priorities within the Government of Canada. The deadline for proposals is on February 5, 2021, 2:00 pm (EST).

CanadaCleantech Alliance is hosting a webinar with Innovation, Science and Economic Development Canada to inform interested parties about the program, available funding and eligibility. Questions will be answered after the program presentation.

<https://calendar.durham.ca>