

## Saturday, May 1, 2021

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### 100 years then and hereafter

Date and Time: Saturday, May 1 10:00 am - 4:00 pm

Address: 143 Simpson Ave., Bowmanville, L1C 2H9

100 years then and hereafter is an exhibition of new works by Canadian artist Hiba Abdallah. Inspired by her excavation of Clarington's historic archives, Abdallah looks back 100 years into the municipality's documented history, finding diary entries, political documents, and newspaper headlines with uncanny similarities to the present moment. With her findings as the grounds for the exhibition, she examines social and political cycles, while exploring ways to disrupt the archival process when looking to the future.

### Public Space

Date and Time: Saturday, May 1 10:00 am - 4:00 pm

Address: 143 Simpson Ave., Bowmanville, L1C 2H9

Based around the theme of collaboration, artist Nicolas Fleming will collaborate with four invited artists on site-specific installations in the VAC's Loft Gallery through 2021. Each 2-month long artistic intervention is also designed to facilitate participatory, community-focused programming for underserved Durham Region groups and non-profit organizations.

### Roaring 1920s Drive-Thru Tours

Date and Time: Saturday, May 1 10:00 am - 4:00 pm

Address: 2365 6th Concession Rd, Greenwood ON L0H 1H0

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Hop in your jalopy and journey back in time to the Roaring 1920s. Learn about Pickering's toe-tapping music scene and how the dry days of prohibition led to bootlegging.

Presented as part of Drama in Durham: War on Whiskey tours through South Durham. After your visit to the museum, download the Temperance & Temptation podcast and self-guided driving tour to visit local micro breweries and learn how the Bluenoses who supported Temperance openly clashed with the bootleggers and moonshiners who defied the movement.

Tickets are timed entry and must be purchased in advance. The tour is approximately 35 minutes and costs \$20 plus tax per vehicle. Tickets are per vehicle and can be purchased online or by calling 905.683.8401.

# Sunday, May 2, 2021

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## Roaring 1920s Drive-Thru Tours

Date and Time: Sunday, May 2 10:00 am - 4:00 pm

Address: 2365 6th Concession Rd, Greenwood ON L0H 1H0

### Roaring 1920s Drive-Thru Tours

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Presented as part of Drama in Durham: War on Whiskey tours through South Durham. After your visit to the museum, download the Temperance & Temptation podcast and self-guided driving tour to visit local micro breweries and learn how the Bluenoses who supported Temperance openly clashed with the bootleggers and moonshiners who defied the movement.

Tickets are timed entry and must be purchased in advance. The tour is approximately 35 minutes and costs \$20 plus tax per vehicle. Tickets are per vehicle and can be purchased online or by calling 905.683.8401.

## Public Space

Date and Time: Sunday, May 2 10:00 am - 4:00 pm

Address: 143 Simpson Ave., Bowmanville, L1C 2H9

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## 100 years then and hereafter

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# Tuesday, May 4, 2021

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

Date and Time: Tuesday, May 4 8:00 am - 9:00 am

Address: Virtual

Free to all Chamber members. Every other Tuesday each month.

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

Date and Time: Tuesday, May 4 9:30 am

## **BACD Business Plan Masterclass**

Date and Time: Tuesday, May 4 9:30 am - 11:30 am

Address: Virtual

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.

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

Date and Time: Tuesday, May 4 10:00 am - 11:30 am

Address: Webinar

Social media is an invaluable tool for today's business, whether you are just starting out or have been established for years. Not understanding how to use social media effectively can leave you overwhelmed and ultimately hurt your bottom line as your potential customers can easily find your competitors. This workshop hosted by the Toronto Digital Service Squad will leave you with a better understanding of how to leverage the power of social media to grow your online community, drive sales and reduce marketing costs.

What you will learn:

- How to choose the right social media platform(s) for your business
- How to set up and optimize social media profiles
- The basics of Instagram & Facebook shopping and how to utilize shoppable feeds
- Best practices for engagement on Facebook, LinkedIn, Twitter, Instagram, TikTok and Pinterest
- Growing your social media community using both organic and paid strategies
- Planning and curating your social media content
- Tools for managing platforms and scheduling posts to save you time and energy

Join us to learn the ropes of building an engaging and profitable social media presence for your business.

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## Working with a Digital Services Professional: Tips for Small Businesses (Ontario Digital Main Street Initiative)

Date and Time: Tuesday, May 4 7:00 pm - 8:30 pm

Address: Virtual

When it comes to digital marketing, there are many things you can do yourself. But should you? Do you want to? In this workshop, a digital professional will give you all the tips for getting the most out of your working relationship. If you're considering hiring a digital pro for website design, development, or social media management, this workshop is for you.

### *You'll learn:*

- How to determine what you need before you start looking for help
- What's a realistic budget for different digital services
- How to search for a professional, and where to find them
- 10 important questions to ask any digital professional
- What should be in your professional services contract
- How to get the most out of your working relationship

## Wednesday, May 5, 2021

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### Java Jolt (Whitby Chamber of Commerce)

Date and Time: Wednesday, May 5 8:30 am - 9:30 am

Address: Virtual

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 lo

ng-standing program continues its primary objective to support the business community and give them an opportunity to network and refer.

## **Works Committee Meeting**

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

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## **Transit Executive Committee Meeting**

Date and Time: Wednesday, May 5 1:30 pm

## **Using Pinterest for Business Growth (BACD)**

Date and Time: Wednesday, May 5 2:00 pm - 4:00 pm

Address: Virtual

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

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

## **BACD Start Up Session**

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

Address: Virtual

Learn the fundamentals of starting a business. Presented by a BACD business advisor. 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!

## **Thursday, May 6, 2021**

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

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

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

Date and Time: Thursday, May 6 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?

## **SEO, Reviews & Conversion Optimization for Online Marketing Impact (BACD)**

Date and Time: Thursday, May 6 1:00 pm - 2:00 pm

Address: Virtual

This session will cover the intersection of SEO, online reviews and conversion optimization. After understanding where synergies exist, we'll dive into how to easily boost conversions, SEO and your company's reputation to ultimately attract more customers online.

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

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

Address: Virtual

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!

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

Date and Time: Thursday, May 6 5:30 pm - 7:00 pm

Address: Virtual

Hop in to the next Chamber on Tap for a new kind of power networking! Join us on a new platform that offers a combination of smaller group networking and one-to-one speed networking that will help you perfect your pitch.

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

Date and Time: Thursday, May 6 7:00 pm - 8:30 pm

Address: Virtual

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

***You'll learn:***

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

## **Friday, May 7, 2021**

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### **Coffee with... (Whitby Chamber of Commerce)**

Date and Time: Friday, May 7 8:00 am - 10:00 am

Address: Virtual

Swing by (virtually) and have a coffee with a CEO, entrepreneur or leader in our community! Bring your coffee and your questions. Unscripted and unapologetic, have a real conversation with a leader. No membership, no cost, no registration, no worries.

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

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

### **Public Space**

Date and Time: Friday, May 7 10:00 am - 4:00 pm

Address: 143 Simpson Ave., Bowmanville, L1C 2H9

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## **Saturday, May 8, 2021**

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### **100 years then and hereafter**

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### **Public Space**

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### **Roaring 1920s Drive-Thru Tours**

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Address: 2365 6th Concession Rd, Greenwood ON L0H 1H0

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Presented as part of Drama in Durham: War on Whiskey tours through South Durham. After your visit to the museum, download the Temperance & Temptation podcast and self-guided driving tour to visit local micro breweries and learn how the Bluenoses who supported Temperance openly clashed with the bootleggers and moonshiners who defied the movement.

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plus tax per vehicle. Tickets are per vehicle and can be purchased online or by calling 905.683.8401.

## Succulent Workshops

Date and Time: Saturday, May 8 1:00 pm - 3:00 pm

Address: 270 Simcoe Street N

In this “Make & Take Workshop” you will utilize a variety of succulents to create a living centrepiece for your home or desk that you can enjoy all year round. Set in the Potting Shed of the newly restored Greenhouse complex, in an intimate group (10 adults) you will be guided by our Greenhouse Grower Assistant, who will provide her guidance and expertise. Your fees cover your container, 3-4 succulents, soil, and terrarium bar toppings (coloured sand, stones, etc)

If you have special items you would like included in your succulent centrepiece please feel free to bring them along. Aftercare will also be discussed before you leave.

## Sunday, May 9, 2021

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### Roaring 1920s Drive-Thru Tours

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## **Monday, May 10, 2021**

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

Date and Time: Monday, May 10 9:00 am - 4:30 pm

### **The Sales Boost Clinic (BACD)**

Date and Time: Monday, May 10 9:30 am - 11:30 am

Address: Virtual

Selling in today's environment has to be different. Consumer habits, needs and wants are changing and how we approach our customers are changing with it.

In this program, business coach David Cohen will emphasize the E-Q-S-P approach. EQSP translates to: E for empathy, Q for questions, S for client solutions, & P for patience and passion, especially during uncertain times. Thinking long term and nurturing relationships with your clients is vital but it is equally important to have a healthy dose of patience to succeed at selling.

## **Tuesday, May 11, 2021**

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### **Shop Local Launch Party (Ajax-Pickering Board of Trade, Whitby Chamber of Commerce)**

Date and Time: Tuesday, May 11 8:00 am - 9:30 am

Address: Virtual

The combined membership directory of the Ajax-Pickering Board of Trade and Whitby Chamber of Commerce is here! Let's celebrate our Shop Local Guide together at this networking event.

This event will be hosted on World Event Center. Participants will be provided with the credentials prior to the event.

## **Finance and Administration Committee Meeting**

Date and Time: Tuesday, May 11 9:30 am

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## **Public Space**

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## **BACD Start Up Session**

Date and Time: Tuesday, May 11 2:00 pm - 3:30 pm

Address: Virtual

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

## **Durham Agricultural Advisory Committee Meeting**

Date and Time: Tuesday, May 11 7:30 pm

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## **Wednesday, May 12, 2021**

## **Committee of the Whole Meeting**

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

## **100 years then and hereafter**

Date and Time: Wednesday, May 12 10:00 am - 4:00 pm

Address: 143 Simpson Ave., Bowmanville, L1C 2H9

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## **Public Space**

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## **Manufacturer's Growth Series: Driving Online Sales with Strategic E-Commerce**

Date and Time: Wednesday, May 12 11:00 am

Address: Virtual

Featuring industry experts and Ontario's small manufacturing leaders with a live-poll and Q & A session.

- Current challenges facing the manufacturing industry
- Key strategies for selling effectively online through e-commerce
- Success stories and access industry expert's top tips for digital online growth

## **How To Create Alternative Forms Of Revenue For Brick and Mortars Part 2**

Date and Time: Wednesday, May 12 12:00 pm - 2:00 pm

Address: Virtual

During this 2-part workshop, we'll explore 6 alternate forms of revenue and teach business owners how to decide which one to start with. Leave with understanding of which revenue streams will work for your business and a plan on how to get started.

# A Leader Worth Following: Learning to Lead Yourself and Others Well (BACD)

Date and Time: Wednesday, May 12 1:00 pm - 2:00 pm

Address: Virtual

It's important that we take leadership seriously and learn the qualities and characteristics it takes to become a leader worth following. We need to learn how to lead others well, but even more importantly, we need to learn how to lead ourselves.

## TechEx (Spark Centre)

Date and Time: Wednesday, May 12 5:30 pm - 7:30 pm

Address: Virtual

Get ready for TechEx — a virtual showcase of the best startups across Eastern Ontario whose technology and innovation are transforming the construction, infrastructure and design space!

## SEO (Search Engine Optimization) BACD

Date and Time: Wednesday, May 12 6:00 pm - 7:30 pm

Address: Virtual

A website is an integral part of your marketing strategy and you need it to be found when people are looking for products and services. By implementing basic SEO (search engine optimization) your website search rankings can easily improve. No matter your level of experience with SEO, it's easy to add these tactics to your overall marketing strategy.

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

Date and Time: Wednesday, May 12 7:00 pm - 8:30 pm

Address: Virtual

Social media can be a very powerful tool for business growth, but first you need to know what it is and how it works. In this fun and interactive workshop, we'll look at the basics of today's popular social media channels—including Facebook, YouTube, Twitter, Instagram, LinkedIn, and Pinterest—and decide which are right for you. You'll develop a social media plan that will drive business results without a big investment of time and energy.

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

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

# Thursday, May 13, 2021

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## Maker Meet Up - Brand Identity (BACD)

Date and Time: Thursday, May 13 10:00 am - 11:30 am

Address: Virtual

Join us for this interactive session. 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.

## Public Space

Date and Time: Thursday, May 13 10:00 am - 4:00 pm

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

Date and Time: Thursday, May 13 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?

## **In Conversation with Mayor Mitchell (Whitby Chamber of Commerce)**

Date and Time: Thursday, May 13 12:30 pm - 2:00 pm

Address: Virtual

Join your colleagues and community partners for this annual event. Get a closer look at Town priorities during this in depth business-focused interview with Mayor Mitchell and guest interviewer, Hailey Wright.

## **Friday, May 14, 2021**

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### **Public Space**

Date and Time: Friday, May 14 10:00 am - 4:00 pm

Address: 143 Simpson Ave., Bowmanville, L1C 2H9

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# Saturday, May 15, 2021

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## Scugog Compost Event

Date and Time: Saturday, May 15 8:00 am - 12:00 pm

Address: Scugog Community Recreation Centre, 1655 Reach Street, Port Perry

Residents may fill up to four (4) blue boxes with compost. Please bring your own shovel.

Green bins, blue boxes and backyard composters will be available for sale (Debit or e-Transfer only, no cash).

Damaged blue boxes and green bins may also be exchanged for new ones free of charge. While supplies last.

Masks are required. Physical distancing in effect.

## 100 years then and hereafter

Date and Time: Saturday, May 15 10:00 am - 4:00 pm

Address: 143 Simpson Ave., Bowmanville, L1C 2H9

100 years then and hereafter is an exhibition of new works by Canadian artist Hiba Abdallah. Inspired by her excavation of Clarington's historic archives, Abdallah looks back 100 years into the municipality's documented history, finding diary entries, political documents, and newspaper headlines with uncanny similarities to the present moment. With her findings as the grounds for the exhibition, she examines social and political cycles, while exploring ways to disrupt the archival process when looking to the future.

## Public Space

Date and Time: Saturday, May 15 10:00 am - 4:00 pm

Address: 143 Simpson Ave., Bowmanville, L1C 2H9

Based around the theme of collaboration, artist Nicolas Fleming will collaborate with four invited artists on site-specific installations in the VAC's Loft Gallery through 2021. Each 2-month long artistic intervention is also designed to facilitate participatory, community-focused programming for underserved Durham Region groups and non-profit organizations.

## Roaring 1920s Drive-Thru Tours

Date and Time: Saturday, May 15 10:00 am - 4:00 pm

Address: 2365 6th Concession Rd, Greenwood ON L0H 1H0

## Roaring 1920s Drive-Thru Tours

Hop in your jalopy and journey back in time to the Roaring 1920s. Learn about Pickering's toe-tapping music s

cene and how the dry days of prohibition led to bootlegging.

Presented as part of Drama in Durham: War on Whiskey tours through South Durham. After your visit to the museum, download the Temperance & Temptation podcast and self-guided driving tour to visit local micro breweries and learn how the Bluenoses who supported Temperance openly clashed with the bootleggers and moonshiners who defied the movement.

Tickets are timed entry and must be purchased in advance. The tour is approximately 35 minutes and costs \$20 plus tax per vehicle. Tickets are per vehicle and can be purchased online or by calling 905.683.8401.

## Dance for Durham

Date and Time: Saturday, May 15 7:30 pm - 9:30 pm

Address: Online

On May 15, 2021 Arthur Murray Dance Centres in Ajax will be hosting Dance for Durham, an evening of fun and dancing (virtually, of course) to say thank-you to our front line workers and also to raise money for Feed the Need Durham.

The charity:

Feed the Need in Durham provides fresh, nutritious food and non-perishable goods to emergency food providers across Durham Region. Our belief is that hunger should not be the reason to prevent anyone from the chance to fulfill their potential. Help us to collect, rescue & distribute as much food as possible to those who need it most.

Since March 2020 and the onset of the COVID-19 pandemic, FTND has seen a 30% increase in food bank usage and a 20% increase in emergency meal program visits across our network. Your donation will affirm the value you place on alleviating food insecurity in Durham Region throughout the coming year.

Our Silent is now live and will run until the end of our event on May 15th. We would appreciate receiving items and information by April 20th.

We are really hoping you can help us and the people of Durham and, of course, we hope you can join us on May 15th for a fun evening of entertainment and DANCING!

To Donate and to find more information go to:

<https://trellis.org/feed-the-need-durham-and-arthur...>

## Sunday, May 16, 2021

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### Roaring 1920s Drive-Thru Tours

Date and Time: Sunday, May 16 10:00 am - 4:00 pm

Address: 2365 6th Concession Rd, Greenwood ON L0H 1H0

### Roaring 1920s Drive-Thru Tours

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## Be My Guest: Food ethics with Elaine Tin Nyo

Date and Time: Sunday, May 16 12:00 pm - 1:30 pm

Pair this talk with potstickers and cocktail

Conceptual artist, writer and cook Elaine Tin Nyo invites you for a virtual visit to a rustic french cooking school (The Kitchen at Camont) to chat about our complex relationship with our non-human relatives: pets, domestic livestock, zoo animals and wild animals. How do they define us? Why are some so cute? Why are some so delicious?

Be My Guest brings together artists, writers, and curators who will speak about community, spirituality, and ethics through mediated engagements with food and drink pairings. Registrants will receive instructions for gathering the ingredients in order to prepare the recipes.

Please register online in advance to receive the food/beverage recipe paired with this discussion.

## Tuesday, May 18, 2021

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### Snap a Selfie with Sculpture

Date and Time: Tuesday, May 18 8:00 am

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

### Ignite the spirit in your community!

THREE CHANCES TO WIN!!!

**Snap a selfie** with one of the 80+ fabulous sculpture forms in your neighbourhood and share on our group facebook page [@pinridgearts](https://www.facebook.com/groups/pineridgearts) and/or instagram with [#sculpturesofdurham](https://www.instagram.com/#sculpturesofdurham) tag. If you are unable to take a selfie, a photo of you with one of the Durham sculptures is accepted. **Why not include your pet with you in your selfie?**

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

Date and Time: Tuesday, May 18 10:00 am - 11:30 am

Address: Webinar

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

merce can help you reach new customers and expand into different markets.

What you will learn:

- What is e-commerce, why it's important and the benefits of selling online
- What platforms are available and how to pick the right one for you
- The basics of inventory management, choosing the right solution, and streamlining point-of-sale for both in-store and online
- Optimizing your website content, choosing the right themes, and the basics of search engine optimization (SEO)
- How to set up secure payments and various shipping options & costs
- Look at the basics of driving traffic to your store and boost sales through a variety of digital marketing channels
- How to provide excellent customer service throughout the e-commerce purchase funnel

## **Branding Mistakes and How to Cure Them (BACD)**

Date and Time: Tuesday, May 18 11:00 am - 12:30 pm

Address: Virtual

Participants will learn what branding is and why it matters to a small business, five common branding mistakes to avoid and how to build a strong, memorable business that attracts the right clients and fast-tracks success.

## **Transit Advisory Committee Meeting**

Date and Time: Tuesday, May 18 7:00 pm

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

Date and Time: Tuesday, May 18 7:00 pm - 8:30 pm

Address: Virtual

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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## **Wednesday, May 19, 2021**

## Snap a Selfie with Sculpture

Date and Time: Wednesday, May 19 8:00 am

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

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

Date and Time: Wednesday, May 19 4:30 pm - 6:30 pm

Address: Virtual

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

## **Story to Screen (OPEN.)**

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

Address: Virtual

Award Winning Film Producer, Tamar Bird talks about getting your story to screen on a budget and how to get your short film festival strategy together.

## **Thursday, May 20, 2021**

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### **Snap a Selfie with Sculpture**

Date and Time: Thursday, May 20 8:00 am

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

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## Home Office Expenses – CRA Webinar (BACD)

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

Address: Virtual



As an employee, you may be able to claim certain home office expenses (work-space-in-the-home expenses, office supplies, and certain phone expenses). These deductions can be claimed on your personal income tax return for the 2020 tax year. Learn more at this webinar.

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

Date and Time: Thursday, May 20 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?

## **Dining Decorum**

Date and Time: Thursday, May 20 6:00 pm - 8:00 pm

Address: 270 Simcoe Street N

Do you mind your manners? Join us as Parkwood presents a most entertaining experience for your group to explore the etiquette of a fascinating bygone era. Dining Decorum focuses on the dining areas of the mansion, capturing some of the niceties and absurdities of formal entertaining during the 1920's and 1930's. Offering a very intimate and engaging experience, the program also provides the opportunity to view items not usually displayed during the regular mansion tours. At the conclusion of the program you will enjoy tea and seasonal scones in the Gardener's Lodge. Guest participation is encouraged, so be prepared for a few laughs along the way!

## **Writing Killer Web Content: Online Webinar (Ontario Digital Main Street Initiative)**

Date and Time: Thursday, May 20 7:00 pm - 8:30 pm

Address: Virtual

Great website content can help you achieve your site's desired results - whether that's more sales, more signups, or more visitors. But before you've put a pen (or cursor, if you like) to page, you have to do your research. This workshop will help you write better content for your website that will appeal to your target audience, as well as search engines such as Google.

### *You'll learn:*

- How to write for your target audience
- How to develop a consistent voice and tone for your brand
- The tricks professional copywriters use to create website content that speaks to your ideal client or customer
- What role search engine optimization (SEO) plays in content development
- How often to refresh the content on your website, and whether you need a blog or not

## Durham Environmental Advisory Committee Meeting

Date and Time: Thursday, May 20 7:00 pm

## Friday, May 21, 2021

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### Snap a Selfie with Sculpture

Date and Time: Friday, May 21 8:00 am

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

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

Date and Time: Friday, May 21 8:30 am - 9:30 am

Address: Virtual

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

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

Date and Time: Friday, May 21 10:00 am

## Snap a Selfie with Sculpture

Date and Time: Saturday, May 22 8:00 am

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

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## Sunday, May 23, 2021

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**LIST OF DURHAM LOCATIONS ~ pdf [HERE](#) | MAP [HERE](#)**

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## **Roaring 1920s Drive-Thru Tours**

Date and Time: Sunday, May 23 10:00 am - 4:00 pm

Address: 2365 6th Concession Rd, Greenwood ON L0H 1H0

## Roaring 1920s Drive-Thru Tours

Hop in your jalopy and journey back in time to the Roaring 1920s. Learn about Pickering's toe-tapping music scene and how the dry days of prohibition led to bootlegging.

Presented as part of Drama in Durham: War on Whiskey tours through South Durham. After your visit to the museum, download the Temperance & Temptation podcast and self-guided driving tour to visit local micro breweries and learn how the Bluenoses who supported Temperance openly clashed with the bootleggers and moonshiners who defied the movement.

Tickets are timed entry and must be purchased in advance. The tour is approximately 35 minutes and costs \$20 plus tax per vehicle. Tickets are per vehicle and can be purchased online or by calling 905.683.8401.

## Monday, May 24, 2021

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### Snap a Selfie with Sculpture

Date and Time: Monday, May 24 8:00 am

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

### Ignite the spirit in your community!

THREE CHANCES TO WIN!!!

**Snap a selfie** with one of the 80+ fabulous sculpture forms in your neighbourhood and share on our group facebook page [@pineridgearts](https://www.facebook.com/groups/pineridgearts) and/or instagram with [#sculpturesofdurham](https://www.instagram.com/sculpturesofdurham) tag. If you are unable to take a selfie, a photo of you with one of the Durham sculptures is accepted. **Why not include your pet with you in your selfie?**

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## Tuesday, May 25, 2021

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## Snap a Selfie with Sculpture

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## Vaccine Rollout and Your Business (Ajax-Pickering Board of Trade)

Date and Time: Tuesday, May 25 9:00 am - 10:30 am

Address: Virtual

Join the Ajax-Pickering Board of Trade and learn more about the vaccine roll out on a local level, your rights and obligations as an employer, and the vaccine supports by and for business.

## **Accessibility Advisory Committee Meeting**

Date and Time: Tuesday, May 25 1:00 pm

## **Durham Advisory Committee on Homelessness (DACH)**

Date and Time: Tuesday, May 25 1:00 pm - 3:00 pm

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

Date and Time: Tuesday, May 25 2:00 pm - 4:00 pm

Address: Virtual

Take better control of your business by understanding the accounting basics. We will also discuss why developing operational strategies can help you make more money.

## **Ensuring no-one is left behind: The critical role of employers in hiring and retaining newcomers (Conference Board of Canada)**

Date and Time: Tuesday, May 25 3:30 pm

Address: Virtual

The COVID-19 pandemic has disproportionately affected a number of employment sectors, amplifying the existing problem of un- and under employment of immigrants and refugees in Canada. This new reality necessitates, more than ever, the need for a collaborative approach among employers, policy makers and practitioners to ensure that immigrants and refugees are not left behind as we rebuild our economy. Join our interactive workshop with employers discussing what's needed now to successfully integrate immigrants and refugees into the labour market.

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

Date and Time: Tuesday, May 25 7:00 pm

## **Wednesday, May 26, 2021**

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## **Snap a Selfie with Sculpture**

Date and Time: Wednesday, May 26 8:00 am

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

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

Date and Time: Wednesday, May 26 8:30 am - 9:00 am

## **Best Practices for Managing Disabilities in the Workplace (Clarington Board of Trade and Office of Economic Development)**

Date and Time: Wednesday, May 26 8:30 am - 9:30 am

Address: Virtual

Of all of the workplace issues, illness, disability and absenteeism are the most difficult to manage and can have the greatest impact on an organization.

This webinar will cover the essential elements of disability accommodation with emphasis on minimizing an institution's risk and exposure to liability, and maximizing its ability to flexibly and strategically manage its people.

## **Regional Council Meeting**

Date and Time: Wednesday, May 26 9:30 am

## **Digital Durham - THRIVE Online (BACD)**

Date and Time: Wednesday, May 26 10:00 am - 3:00 pm

Address: Virtual

Welcome to Digital Durham - THRIVE online!

Learn about upcoming digital trends for the future, the power of video for social media marketing, managing your online reputation and more.

## **Social Media Content: Strategy and Planning (Online Webinar)**

Date and Time: Wednesday, May 26 7:00 pm - 8:30 pm

Address: Virtual

Social media is a never satiated content beast - it's always hungry for more! It can be tough to keep up with social media content creation. But if you create and repurpose your content smartly, you can stay ahead of the curve

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

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

- How to create a content plan that reaches your social media goals
- How to establish the best voice for each of your business's social media channels
- Tactics and ideas for repurposing content, so creating content doesn't become your full time job
- How to share content across different social media channels without just copying and pasting
- How to build (and populate) an editorial calendar
- How to create and reuse "evergreen" content

## **Thursday, May 27, 2021**

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### **Snap a Selfie with Sculpture**

Date and Time: Thursday, May 27 8:00 am

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## **Speaker Series – Kevin Rempel (CBot)**

Date and Time: Thursday, May 27 8:30 am

Address: Virtual

Kevin is a 2014 Paralympic Bronze medalist in sledge hockey, author, and creator of the mindset coaching program titled, The Resilience Toolbox. After being paralyzed in 2006, he has surmounted incredible odds to be with us here today, smiling, and sharing his incredible story that has captivated audiences worldwide.

His story of perseverance is one we can all relate to, not because of his achievements as an Olympic athlete, but because of his attitude and mental resilience that he has developed while trying to succeed. Regardless of your circumstances, he is here to remind you that the greater the challenges you are facing, the greater your story will be.

## **Startup Grind Presents Fatima Zaidi from Quill Inc.**

Date and Time: Thursday, May 27 10:00 am - 12:00 pm

Address: Virtual

Join #startupgrind May 27<sup>th</sup> as Katie Zeppieri from Girl Talk Speakers sits down with CEO and Co-Founder of Quill Inc., Fatima Zaidi.

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

Date and Time: Thursday, May 27 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?

## How to Boost Your Confidence Without Losing Who You Are (BACD)

Date and Time: Thursday, May 27 12:30 pm - 1:30 pm

Address: Virtual

In this workshop you will learn how to grow and nurture your confidence.

We all know a certain level of confidence is required to run a successful business.

At the same time many entrepreneurs, especially introverted ones, do not see themselves as confident.

Is confidence something one is born with or is it something one can learn?

Spoiler alert!

Confidence is something you can grow and nurture and this workshop will teach you how.

## Hiring newcomers during and after the pandemic (Conference Board of Canada)

Date and Time: Thursday, May 27 3:30 pm

Address: Virtual

Employers are increasingly including newcomers as part of their efforts to meet their skill and labour needs. How have employers adjusted their approaches during the pandemic, and what lessons will they carry forward?

## BACD Start Up Session

Date and Time: Thursday, May 27 3:30 pm - 5:00 pm

Address: Virtual

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

## Friday, May 28, 2021

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### Snap a Selfie with Sculpture

Date and Time: Friday, May 28 8:00 am

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

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## Coffee with... (Whitby Chamber of Commerce)

Date and Time: Friday, May 28 8:00 am - 10:00 am

Address: Virtual

Swing by (virtually) and have a coffee with a CEO, entrepreneur or leader in our community! Bring your coffee and your questions. Unscripted and unapologetic, have a real conversation with a leader. No membership, no cost, no registration, no worries.

## Saturday, May 29, 2021

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## Snap a Selfie with Sculpture

Date and Time: Saturday, May 29 8:00 am

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### **Ajax Environmental Day**

Date and Time: Saturday, May 29 8:00 am - 12:00 pm

Address: Ajax Operations Centre, 800 Salem Road North, Ajax

**Compost** - Residents may fill up to four (4) blue boxes with compost. Please bring your own shovel. Green bins, blue boxes and backyard composters will be available for sale (Debit or e-Transfer only, no cash). Damaged blue boxes and green bins may also be exchanged for new ones free of charge. While supplies last.

**Reuse** - Drop off reusable items free of charge at our Reuse Day event. Items such as clothing and textiles, shoes, home decor, bedding, sporting goods and much more.

**Household Hazardous Waste** - Anti-freeze, batteries, cooking oil, fluorescent lamps and CFLs, fuel (non-transferable), household chemicals and cleaners, lawn and garden chemicals, medicine, motor oil and propane tanks. See other HHS listed at [durham.ca/waste](http://durham.ca/waste).

**Electronic Waste** - Bring you end-of-life electronics for free recycling.

## **Sunday, May 30, 2021**

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### **Snap a Selfie with Sculpture**

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THREE CHANCES TO WIN!!!

**Snap a selfie** with one of the 80+ fabulous sculpture forms in your neighbourhood and share on our group facebook page [facebook.com/groups/pineridgearts](https://www.facebook.com/groups/pineridgearts) @pineridgearts and/or instagram with [#sculpturesofdurham](#) tag . If you are unable to take a selfie, a photo of you with one of the Durham sculptures is accepted. **Why not include your pet with you in your selfie?**

NEW At the end of the month PRAC will select the Instagram or facebook post with the most likes and award the photographer \$50. **PLUS Central Counties Tourism** will donate a \$50 gift certificate (Durham restaurant or retailer of your choice) to another facebook and instagram player.

### Rules and Regulations

- Follow PineRidge Arts Council on Instagram, tag two friends | and or post on facebook with @pineridgearts (group) tag
- Players must be Ontario residents and 18 years of age and over
- Enter your selfie photos with outdoor public sculptures in the Region of Durham.

Images may be shared and used in promotional pieces on Ajax, Central Counties Tourism, Clarington, Durham Region, Oshawa, Pickering, PRAC, Uxbridge and Whitby social media platforms.

**LIST OF DURHAM LOCATIONS ~ pdf [HERE](#) | MAP [HERE](#)**

**This is a safe outdoor activity you can play on your own or with family.**

## Tea & Talk From Home: Henry Family 3.0: Let's Meet Thomas' Grandchildren

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

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

Why them? Why is it important to document the lives of Thomas Henry's grandchildren?

Thomas and Lurenda had 54 grandchildren! Thomas's first wife Elizabeth never met any of her grandchildren, dying when her oldest son was only nine years old. Visitor Experience Coordinator, Jill Passmore, will discuss h

er various research techniques, share the stories of the oldest Henry grandchildren and why it is important that their stories be told.

Join us for this virtual event via Zoom, on Sunday, May 30, 2021, at 1 pm for this lecture. Tickets are available at [Eventbrite.ca](https://www.eventbrite.ca)

## Monday, May 31, 2021

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### Snap a Selfie with Sculpture

Date and Time: Monday, May 31 8:00 am

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

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<https://calendar.durham.ca>