

## **Monday, November 1, 2021**

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

Date and Time: Monday, November 1 9:00 am - 4:30 pm

### **from the earth we grow**

Date and Time: Monday, November 1 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

From the earth we grow is a free sculpture garden located on the VAC grounds. Taking inspiration from untold, little-known, or oft-ignored BIPOC events, three artists will create interactive, challenging, and historically critical public outdoor sculptures. Couzyn van Heuvelen, Anna Binta Diallo, and Sandy Williams IV have been invited to present works in response to historically ignored histories within Canada's many diverse communities. Please note that the VAC building is closed on Mondays.

### **Award-Winning Film PORTRAITS FROM A FIRE**

Date and Time: Monday, November 1 7:00 pm - 9:00 pm

Address: Landmark Cinemas 24 Whitby

\*Best Canadian Feature Film Award, Edmonton International Film Festival\*

\*BC Emerging Filmmaker Award, Vancouver International Film Festival\*

Shot on location in Tl'etinqox (Anaham) Reserve, Portraits from a Fire follows a teen (played by William Lulu a) who stumbles upon a secret that unravels the story of his family. Also starring Nathaniel Arcand, Asivak Koo stachin, and Sammy Stump.

Directed by Trevor Mack.

Distributed in Canada by Photon Films.

## **Tuesday, November 2, 2021**

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

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

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

Date and Time: Tuesday, November 2 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-commerce 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

## **Bodies in Conflict**

Date and Time: Tuesday, November 2 10:00 am - 9:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

Bodies in Conflict brings together three artistic practices that examine histories of bodily traumas associated with different ingestible substances. Through large-scale installations and video, artists will create several new site-specific installations that critically detail the historical and ongoing subjugation of historically oppressed communities through their relationship to specific in/organic consumed materials.

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## **Wednesday, November 3, 2021**

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### **Works Committee Meeting**

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

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## **Transit Executive Committee Meeting**

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

## **BACD Start Up Session**

Date and Time: Wednesday, November 3 4:00 pm - 5:30 pm

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.

## **Thursday, November 4, 2021**

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

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

### **FTMS: The Fast Lane To Smart Transportation**

Date and Time: Thursday, November 4 10:00 am - 1:30 pm

The Future of Transportation Mobility Series (FTMS) is back November 4th with The Fast Lane to Smart Transportation: a virtual event focused on the transportation and mobility sector that's packed with insightful keynotes, thought-provoking panel discussions and networking opportunities with industry, entrepreneurs, government and academia!

From key technologies in connected/autonomous integrated goods movement and ways in which municipalities can be ready for these advancements, to the role of data, cybersecurity and AI in the mobility and transportation sector, and more, this event is an in-depth exploration of how we can bolster Ontario's progress in the connected and autonomous goods movement.

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## Pickering Fairy Tours

Date and Time: Thursday, November 4 4:00 pm - 9:00 pm

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

Pickering's picturesque forest, village, and gardens are home to not only some incredible natural creatures, but also some magical creatures. Locate and visit a series of whimsical fairy, elf, and gnome homes scattered in the village and forest and learn about the history and folklore of the magical creatures of the forest. Pickering's Fairy Tour is an opportunity to see their world up close. This event runs during the day in October and is lit up evenings in November. Book a ticket for your group of up to five people. Only one ticket is required per group.

Please note this walking tour includes gravel pathways and uneven ground. The tour takes place outdoors and will only be rescheduled in the instance of dangerous weather.

If you are looking to unleash your inner fairy, you can also make your very own fairy wand. The "Wand Workshop" can be purchased separately (see section below).

Registration required in advance. Program is approximately one hour. Cost per group is \$40 plus tax. Maximum of 5 people per group. Call 905.683.8401 for assistance.

## SEO Fundamentals: Online Webinar (The Ontario Grants Webinar Series)

Date and Time: Thursday, November 4 7:00 pm - 8:30 pm

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

### *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, November 5, 2021

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### Bodies in Conflict

Date and Time: Friday, November 5 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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Please note this walking tour includes gravel pathways and uneven ground. The tour takes place outdoors and will only be rescheduled in the instance of dangerous weather.

If you are looking to unleash your inner fairy, you can also make your very own fairy wand. The "Wand Workshop" can be purchased separately (see section below).

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## **Saturday, November 6, 2021**

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### **from the earth we grow**

Date and Time: Saturday, November 6 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## Compos(t)ing

Date and Time: Saturday, November 6 1:30 pm - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

JP King and Matt Nish-Lapidus are hosting an experimental sonic dialogue at the VAC's Loft Gallery. This performance challenges the behaviour of communication networks through the use of modular synthesizers and software that mimic and take inspiration from mycelial networks.

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## Sunday, November 7, 2021

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## **Monday, November 8, 2021**

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### **Do It in Durham - Opening Event - Flag Raising**

Date and Time: Monday, November 8 8:30 am - 9:00 am

Join us for Do It In Durham's opening celebration. We start with The Regional Municipality of Durham's Regional Chair John Henry talking about why it's a great time to invest in Durham Region. We then hear from the Director of Economic Development and Tourism Simon Gill, followed by Sonia Salomone on the projects Durham is working on.

### **3 Step Simple Strategy in Launching an Online Business (BACD)**

Date and Time: Monday, November 8 9:30 am - 11:30 am

Are you looking to start an online business? If so, this is for you. I'll spill the strategy behind 6-7 figure businesses launches of Million Dollar companies!

### **from the earth we grow**

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### **Increase Your Sales With ART (Attract-Result-Tell (BACD)**

Date and Time: Monday, November 8 1:30 pm - 2:30 pm

In this workshop, you will receive practical strategies to make your selling experience more enjoyable and profitable without annoying your prospective clients. You will walk away feeling more confident to effectively sell yourself and the Result that your product or service provide.

## **Tuesday, November 9, 2021**

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## **General Meeting & Networking Breakfast (APBOT)**

Date and Time: Tuesday, November 9 7:30 am - 9:30 am

At this networking event, attendees will enjoy a combination of informal and formal networking.

## **Creating a Profitable Business that Supports Your Prosperous Life (BACD)**

Date and Time: Tuesday, November 9 9:00 am - 10:00 am

In this workshop, you will: Learn how to get off the "Ignore and Panic Cycle of Business Finances", gain clarity how their pricing is impacting their business and learn a step-by-step process to review their pricing strategy.

## **Finance and Administration Committee Meeting**

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

## **Bodies in Conflict**

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## **Branding - So Much More Than a Logo (BACD)**

Date and Time: Tuesday, November 9 10:00 am - 11:30 am

In this interactive 90-minute session, you'll discover the keys to surprise and delight a customer time and time again.

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## **The Simple Sales Funnel Workshop (BACD)**

Date and Time: Tuesday, November 9 3:30 pm - 5:00 pm

We'll be covering what a basic business sales funnel is and how it is the lifeline of your business. We'll also talk about the value of a main offer and being able to consistently send your audience to it.

## **Social Media for Small Business: Online Webinar (The Ontario Grants Webinar Series)**

Date and Time: Tuesday, November 9 7:00 pm - 8:30 pm

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

### ***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

# Durham Agricultural Advisory Committee Meeting

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

## Wednesday, November 10, 2021

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### Envision Durham Information Session delivered by the Durham Region Planning Division

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

### Committee of the Whole Meeting

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

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## **How to Create Social Media Content that Attracts Your Aligned Audience (BACD)**

Date and Time: Wednesday, November 10 10:30 am - 12:00 pm

This session will help guide you to create a foundation for your content planning that will save you time and build your confidence.

## **Do it in Durham - Networking Lunch (BACD)**

Date and Time: Wednesday, November 10 12:00 pm - 1:30 pm

Join us for the Do It In Durham networking lunch - meet up with those you have already met this week, plus have some fun speed networking using a new app.

## **How to Innovate from the Inside Out (BACD)**

Date and Time: Wednesday, November 10 3:30 pm - 5:00 pm

Innovate from the Inside Out will help entrepreneurs navigate the bumps in the road with a new sense of delight rather than dread.

## **TechEx (Spark Centre)**

Date and Time: Wednesday, November 10 5:30 pm - 7:30 pm

TechEx offers a fantastic opportunity to network with experts in the field, learn more about how these technologies can benefit your business, and more.

## **Peter Perry & Business Achievement Awards (Whitby Chamber of Commerce)**

Date and Time: Wednesday, November 10 6:30 pm - 8:00 pm

Since 1955, Whitby has had the distinct pleasure of honouring outstanding accomplishments in the community.

This tradition continues with recognizing local businesses that have demonstrated a passion for excellence, a commitment to their community and a strong entrepreneurial spirit at the Peter Perry & Business Achievement Awards hosted by the Whitby Chamber of Commerce (WCC).

## Thursday, November 11, 2021

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### 3 Ways Your Website Can Break or Boost Your Brand (BACD)

Date and Time: Thursday, November 11 9:00 am - 10:15 am

Learn how to bring your visitors on a clear journey full of loyalty-building elements that genuinely connect with your audience.

### from the earth we grow

Date and Time: Thursday, November 11 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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### Bodies in Conflict

Date and Time: Thursday, November 11 10:00 am - 9:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

Bodies in Conflict brings together three artistic practices that examine histories of bodily traumas associated with different ingestible substances. Through large-scale installations and video, artists will create several new site-specific installations that critically detail the historical and ongoing subjugation of historically oppressed communities through their relationship to specific in/organic consumed materials.

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## **Legal Masterclass – Maintaining Corporate Records (Suresh Law) (BACD)**

Date and Time: Thursday, November 11 1:00 pm - 2:00 pm

In this masterclass, Suresh will be discussing the importance of maintaining corporate records.

## **Pickering Fairy Tours**

Date and Time: Thursday, November 11 4:00 pm - 9:00 pm

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

Pickering's picturesque forest, village, and gardens are home to not only some incredible natural creatures, but also some magical creatures. Locate and visit a series of whimsical fairy, elf, and gnome homes scattered in the village and forest and learn about the history and folklore of the magical creatures of the forest. Pickering's Fairy Tour is an opportunity to see their world up close. This event runs during the day in October and is lit up evenings in November. Book a ticket for your group of up to five people. Only one ticket is required per group.

Please note this walking tour includes gravel pathways and uneven ground. The tour takes place outdoors and will only be rescheduled in the instance of dangerous weather.

If you are looking to unleash your inner fairy, you can also make your very own fairy wand. The "Wand Workshop" can be purchased separately (see section below).

Registration required in advance. Program is approximately one hour. Cost per group is \$40 plus tax. Maximum of 5 people per group. Call 905.683.8401 for assistance.

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

Date and Time: Thursday, November 11 5:00 pm - 6:30 pm

Join us to learn more about Search Engine Optimization (SEO) and how it impacts your business. Information shared will include on page SEO, off page SEO and specific strategies like blogging and mobile optimization

## **Friday, November 12, 2021**

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## **Stop Talking: Your Customers Are Telling You What They Want (BACD)**

Date and Time: Friday, November 12 9:30 am - 10:30 am

"Stop Talking..." is about leaning into the social side of social media. Social listening means paying attention to when and how people talk about you, your competitors and your industry, and what you can do with that information.

## **IP Masterclass – Practical Considerations in Developing your IP Strategy (BACD)**

Date and Time: Friday, November 12 10:00 am - 11:00 am

This workshop will cover key aspects of IP strategy including learning how to use different IP rights to protect your technology and brand, reduce your risk, and be investment ready.

## **from the earth we grow**

Date and Time: Friday, November 12 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

From the earth we grow is a free sculpture garden located on the VAC grounds. Taking inspiration from untold, little-known, or oft-ignored BIPOC events, three artists will create interactive, challenging, and historically critical public outdoor sculptures. Couzyn van Heuvelen, Anna Binta Diallo, and Sandy Williams IV have been invited to present works in response to historically ignored histories within Canada's many diverse communities. Please note that the VAC building is closed on Mondays.

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Date and Time: Friday, November 12 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## **What Goes Into a Perfect Pitch? (BACD)**

Date and Time: Friday, November 12 3:30 pm - 4:30 pm

Learn the essential steps to putting together the perfect pitch.

## **Pickering Fairy Tours**

Date and Time: Friday, November 12 4:00 pm - 9:00 pm

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

Pickering's picturesque forest, village, and gardens are home to not only some incredible natural creatures, but also some magical creatures. Locate and visit a series of whimsical fairy, elf, and gnome homes scattered in the village and forest and learn about the history and folklore of the magical creatures of the forest. Pickering's Fairy Tour is an opportunity to see their world up close. This event runs during the day in October and is lit up evenings in November. Book a ticket for your group of up to five people. Only one ticket is required per group.

Please note this walking tour includes gravel pathways and uneven ground. The tour takes place outdoors and will only be rescheduled in the instance of dangerous weather.

If you are looking to unleash your inner fairy, you can also make your very own fairy wand. The "Wand Workshop" can be purchased separately (see section below).

Registration required in advance. Program is approximately one hour. Cost per group is \$40 plus tax. Maximum of 5 people per group. Call 905.683.8401 for assistance.

## **Networking Happy Hour with Mayor Don Mitchell (BACD)**

Date and Time: Friday, November 12 4:30 pm - 5:30 pm

Do It In Durham. You'll meet some fantastic local businesses - No need to prepare anything - just turn up with a can-do attitude and be ready to make some great contacts.

## **Saturday, November 13, 2021**

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### **from the earth we grow**

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

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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Registration required in advance. Program is approximately one hour. Cost per group is \$40 plus tax. Maximum of 5 people per group. Call 905.683.8401 for assistance.

## **Sunday, November 14, 2021**

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### **from the earth we grow**

Date and Time: Sunday, November 14 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## **Monday, November 15, 2021**

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### **Ontario at Automotive Tech Week 2021**

Date and Time: Monday, November 15 9:00 am - 4:00 pm

Ontario is at the forefront of intelligent transportation. With the second largest IT cluster in North America, and an extensive history of automotive manufacturing, Ontario is poised to lead the autonomous car revolution. We have one of the richest concentrations of auto-related resources anywhere in the world with some of the lowest operational costs. Over 700 automotive parts manufacturers, 500+ tool, die and mould makers, and over 100,000 employees call Ontario home.

### **from the earth we grow**

Date and Time: Monday, November 15 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## **Tuesday, November 16, 2021**

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### **The New Workplace; Moving Beyond Covid (Oshawa Chamber)**

Date and Time: Tuesday, November 16 7:30 am - 9:00 am

Address: Berry Hill, 82 King Street West, Oshawa

Join Jason King - CEO, Oshawa Chamber of Commerce in an open discussion with expert panelists to discuss employee wellness concerns and how business owners and managers can support their teams through the challenges of a return to work in a post-pandemic environment.

## **Ontario at Automotive Tech Week 2021**

Date and Time: Tuesday, November 16 9:00 am - 4:00 pm

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

Date and Time: Tuesday, November 16 9:30 am - 11:30 am

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.

### **Bodies in Conflict**

Date and Time: Tuesday, November 16 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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

Date and Time: Tuesday, November 16 10:00 am - 11:30 am

Address: Webinar

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

What you will learn:

- What is web presence and what platforms you can use to set up your website
- How to create a professionally-designed, responsive website for your business
- How to optimize website content to improve your search engine ranking (SEO)
- Setting up your Google My Business listing and other online directories
- Getting started with social media
- How email marketing can grow your business and encourage repeat customers
- Developing a cohesive brand voice online
- Engaging with customers virtually and building relationships on the web

## **Bodies in Conflict**

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## **from the earth we grow**

Date and Time: Tuesday, November 16 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## **Transit Advisory Committee Meeting**

Date and Time: Tuesday, November 16 7:00 pm

## **Wednesday, November 17, 2021**

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## **Ontario at Automotive Tech Week 2021**

Date and Time: Wednesday, November 17 9:00 am - 4:00 pm

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## **Bodies in Conflict**

Date and Time: Wednesday, November 17 10:00 am - 4:00 pm

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## **from the earth we grow**

Date and Time: Wednesday, November 17 10:00 am - 4:00 pm

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**DC – CBOT Student Event : Discover what Clarington has in store for you!**

Date and Time: Wednesday, November 17 4:00 pm - 5:00 pm

Don't miss this opportunity to meet and engage with members of the Clarington business community who can provide you with:

- Information on industries, employers and skills needed in the Municipality of Clarington
- Overview of how the Clarington Board of Trade can help you connect to employers
- Tools on employee engagement and soft skills development, and how to land an interview
- Advice from a recent Durham College graduate who was successful in securing a job in Clarington

## **Thursday, November 18, 2021**

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### **Ontario at Automotive Tech Week 2021**

Date and Time: Thursday, November 18 9:00 am - 4:00 pm

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Date and Time: Thursday, November 18 10:00 am - 4:00 pm

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### **from the earth we grow**

Date and Time: Thursday, November 18 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## **BACD Start Up Session**

Date and Time: Thursday, November 18 2:00 pm - 3:30 pm

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.

## **Durham Environmental Advisory Committee Meeting**

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

## **Friday, November 19, 2021**

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

Date and Time: Friday, November 19 8:30 am - 9:30 am

With limited capacity, registration for these events will now be required. Although it remains free, please be courteous to others and register only when you are committed to attending. Please feel free to purchase something to eat or drink from our hosts.

### **Ontario at Automotive Tech Week 2021**

Date and Time: Friday, November 19 9:30 am - 4:00 pm

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## **from the earth we grow**

Date and Time: Friday, November 19 10:00 am - 4:00 pm

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

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

## **Bodies in Conflict**

Date and Time: Friday, November 19 10:00 am - 4:00 pm

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## **Durham Nuclear Health Committee Meeting**

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

## **Saturday, November 20, 2021**

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### **from the earth we grow**

Date and Time: Saturday, November 20 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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Date and Time: Saturday, November 20 10:00 am - 4:00 pm

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## **Sunday, November 21, 2021**

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### **Bodies in Conflict**

Date and Time: Sunday, November 21 10:00 am - 4:00 pm

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### **from the earth we grow**

Date and Time: Sunday, November 21 10:00 am - 4:00 pm

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## Monday, November 22, 2021

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### from the earth we grow

Date and Time: Monday, November 22 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

From the earth we grow is a free sculpture garden located on the VAC grounds. Taking inspiration from untold, little-known, or oft-ignored BIPOC events, three artists will create interactive, challenging, and historically critical public outdoor sculptures. Couzyn van Heuvelen, Anna Binta Diallo, and Sandy Williams IV have been invited to present works in response to historically ignored histories within Canada's many diverse communities. Please note that the VAC building is closed on Mondays.

### Chamber on Tap (Whitby Chamber)

Date and Time: Monday, November 22 6:00 pm - 8:00 pm

Address: Town Brewery 1632 Charles Street, Whitby

Chamber on Tap is back in-person! This time we're visiting proud member Town Brewery! Grab a beverage and connect with professionals in a casual atmosphere. Sample some amazing beverages at your own cost, while included in your price is a choice of two light snacks. So, make sure to grab dinner in advance. Choice of snacks include: a soft baked pretzel, guacamole & chips, and three different Jamaican-style patties.

## Tuesday, November 23, 2021

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### Grow Your Brand on Instagram (The Ontario Grants Webinar Series)

Date and Time: Tuesday, November 23 9:00 am - 10:30 am

This workshop is for those that have already dipped your toes into the world of Instagram, and are looking to grow your business's reach on the platform. We'll explore different ways businesses are strategically building you r following on Instagram. We'll discuss strategies for account aesthetics, promotions, shopping and ecommerce , "swipe up" links, stories, highlights and more.

#### *You'll learn:*

- The key parts of Instagram (Grid, Stories, Highlights, Reels) and how to use each
- How to create (and maintain) your brand's aesthetic
- Tips for writing captions that deliver results

- How often you should post to maximize engagement with your followers
- How to properly use hashtags and location tags to increase the visibility of your posts
- How to use Instagram's reporting and analytics to learn what content is performing best

## **BACD Start Up Session**

Date and Time: Tuesday, November 23 9:30 am - 11:00 am

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.

## **Bodies in Conflict**

Date and Time: Tuesday, November 23 10:00 am - 9:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

Bodies in Conflict brings together three artistic practices that examine histories of bodily traumas associated with different ingestible substances. Through large-scale installations and video, artists will create several new site-specific installations that critically detail the historical and ongoing subjugation of historically oppressed communities through their relationship to specific in/organic consumed materials.

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## **from the earth we grow**

Date and Time: Tuesday, November 23 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

From the earth we grow is a free sculpture garden located on the VAC grounds. Taking inspiration from untold, little-known, or oft-ignored BIPOC events, three artists will create interactive, challenging, and historically critical public outdoor sculptures. Couzyn van Heuvelen, Anna Binta Diallo, and Sandy Williams IV have been invited to present works in response to historically ignored histories within Canada's many diverse communities. Please note that the VAC building is closed on Mondays.

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## Accessibility Advisory Committee Meeting

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

## Energy from Waste-Waste Management Advisory Committee (EFW-WMAC) Meeting

Date and Time: Tuesday, November 23 7:00 pm

## Wednesday, November 24, 2021

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### Regional Council Meeting

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

### from the earth we grow

Date and Time: Wednesday, November 24 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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

Date and Time: Wednesday, November 24 2:00 pm - 4:00 pm

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.

## **Social Media Content: Strategy and Planning (The Ontario Grants Webinar Series)**

Date and Time: Wednesday, November 24 2:30 pm - 4:00 pm

Social media is a never satiated content beast - it's always hungry for more! It can be tough to keep up with social media content creation, but if you create and repurpose your content smartly, you can stay ahead of the curve. Discover how in 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, November 25, 2021**

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## **Bodies in Conflict**

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

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## **Startup Grind Presents Jennifer Osborne, Search Engine People**

Date and Time: Thursday, November 25 10:00 am - 12:00 pm

Join Spark Centre and Launch Lab November 25th as Hailey Wright, Director of Economic Development Services with the City of Oshawa sits down with Jennifer Osborne, President and CEO of Search Engine People.

## **from the earth we grow**

Date and Time: Thursday, November 25 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## **BACD Business Plan Masterclass**

Date and Time: Thursday, November 25 2:00 pm - 4:00 pm

Are you already in business and wanting to put together your business plan for growth or financing options? This hands on masterclass will take you through the steps of writing your business plan and financial projections.

## **Friday, November 26, 2021**

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### **from the earth we grow**

Date and Time: Friday, November 26 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## **WINTER WONDERLIGHTS Newcastle Community Hall Lighting**

Date and Time: Friday, November 26 6:00 pm - 8:00 pm

Newcastle BIA Presents..

WINTER WONDERLIGHTS

Newcastle Community Hall Lighting.

November 26, 2021 - 6:00p.m. - 8:00p.m.

Watch in person or online via Facebook.

Please bring a non-perishable food item in support of the Clarington East Food Bank.

A socially distant special guest will arrive at 5:30p.m.

See map of participating businesses.

## **Saturday, November 27, 2021**

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### **Bodies in Conflict**

Date and Time: Saturday, November 27 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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### **from the earth we grow**

Date and Time: Saturday, November 27 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## **Sunday, November 28, 2021**

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## **Bodies in Conflict**

Date and Time: Sunday, November 28 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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Date and Time: Sunday, November 28 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## from the earth we grow

Date and Time: Sunday, November 28 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## Succulent Workshops

Date and Time: Sunday, November 28 11:00 am - 1:00 pm

Address: 270 Simcoe Street N

In this "Make & Take Workshop" you will utilize a variety of succulents to create a living centerpiece 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 centerpiece please feel free to bring them along. Aftercare will also be discussed before you leave.

## Monday, November 29, 2021

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## from the earth we grow

Date and Time: Monday, November 29 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## **Energy from Waste Advisory Committee (EFWAC) Meeting**

Date and Time: Monday, November 29 2:00 pm - 4:00 pm

## **Tuesday, November 30, 2021**

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

Date and Time: Tuesday, November 30 9:30 am - 11:30 am

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.

### **9-1-1 Management Board Meeting**

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

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

Date and Time: Tuesday, November 30 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.



Date and Time: Tuesday, November 30 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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

Date and Time: Tuesday, November 30 1:00 pm - 3:00 pm

<https://calendar.durham.ca>