

## Saturday, August 1, 2020

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### Unfortunately, It Was Paradise: Online Film Screening + Panel Discussion

Date and Time: Saturday, August 1 11:00 am - 1:00 pm

Unfortunately, It Was Paradise positions place-making as a radical, collaborative yet unstable process measured against experiences of exile, social upheaval, and political rupture.

The second part of our online film screening and panel discussion series continues this Saturday, August 1 with a screening of Ali Cherri's *The Disquiet*, 2013 and Farah Saleh's *Cells of Illegal Education*, 2016.

Followed by an artist talk with Ali Cherri and Farah Saleh, moderated by curator Matt Kyba. Sign up at: <https://www.vac.ca/vacevents.html>

## Sunday, August 2, 2020

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### Summer Concerts Online - Sundays

Date and Time: Sunday, August 2 2:00 pm - 3:00 pm

Address: Online

Join us every Sunday, at 2:00 pm, from the comfort of your home.

## Tuesday, August 4, 2020

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### Special Java Jolt

Date and Time: Tuesday, August 4 8:30 am - 9:30 am

Address: Kiwanis Heydenshore Park, Water St. Whitby, ON

**This is a special outdoor Java Jolt!** As we enter Stage 3, some members have shown an interest in gathering together outdoors. Thank you to one of our Java Jolt facilitators, Michelle Palma from PFSL Investments for organizing this special get together!

We ask that participants maintain social distancing measures during this meeting. Picnic tables are available but you are encouraged to bring a camping chair.

**Unlike a typical Java Jolt, you must register for this event.**

## Virtual Art Camps: Clay Creatures

Date and Time: Tuesday, August 4 9:00 am

Address: 143 Simpson Ave. Bowmanville, L1C 2H9

Spend the week creating one of a kind characters and projects! Ages 7 to 13. Art kits included, pick-up available on the Friday/Saturday before camp starts.

## CRA Webinar for Small Businesses and Self-Employed Individuals

Date and Time: Tuesday, August 4 9:30 am - 12:00 pm

Address: Webinar

If you have tax related questions, here is your chance to get them answered.

This seminar is held by CRA Professionals, and will cover:

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

## Wednesday, August 5, 2020

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### BACD Start Up Session

Date and Time: Wednesday, August 5 9:30 am - 11:00 am

Address: Webinar

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

We will go through our Start Up Checklist and cover:

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

## Reimagining the Way We Trade: New Normal, New NAFTA (Toronto Region Board of Trade)

Date and Time: Wednesday, August 5 10:30 am - 11:30 am

Address: Webinar

The COVID-19 pandemic has dramatically altered the way we live – limiting our travel, shuttering businesses and disrupting international supply chains. Despite this global instability, the Canada, United States, Mexico Agreement (CUSMA) came into force on July 1, 2020 – replacing the North American Free Trade Agreement (NAFTA).

As manufacturers consider reshoring their productions and talk of shorting supply chains, the timing may be serendipitous. What new opportunities exist for Canadian businesses with CUSMA? And how does a background of the pandemic impact this new trade agreement? Ask these and other questions to a panel of trade and business experts as they explain how CUSMA can be leveraged to help Canadian importers and exporters.

## Thursday, August 6, 2020

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### Tweak Your Networking for Online

Date and Time: Thursday, August 6 10:00 am - 10:45 am

Address: Webinar

Networking is a large part of your marketing plan? Luckily, there are more networking events now than ever -online.

This free 45-minute primer by award-winning writer and PR professional Jenn Humphries shows you how to apply your networking skills online.

### Digital First: How D2C Brands Are Defining The Future of Retail (MaRS)

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

Address: Webinar

Direct-to-consumer (D2C) companies have exploded over the past decade, with companies like Warby Parker, Dollar Shave Club, Casper, and Glossier setting new standards for user experience with innovative retail and marketing strategies. In the process, they've disrupted entire industries and are forcing traditional retailers to play catch-up. Join us for a conversation with leaders from best-in-class D2C brands, who will explore effective marketing, design, and data strategies in a digital-first world.

### Free Pop-up Outdoor Theatre Workshop

Date and Time: Thursday, August 6 3:00 pm - 5:00 pm

Address: Visual Arts Centre of Clarington

Driftwood's socially-distant theatre workshops for young people focus on building a spirit of play, creation, and collaboration. Outreach Coordinator and Professional Actor Deivan Steele will lead participants through guided theatre games and exercises, allowing young creators to learn how to strengthen their storytelling and imagination – all from six feet apart!

The health and safety of workshop staff and participants is our top priority. Our workshops will follow guidelines provided by the Ontario Ministry of Health and Toronto Public Health to ensure the safety of everyone involved.

All workshops are provided free of charge. Please note that there will be no access to the facilities within the Visual Arts Centre of Clarington.

## **Durham Region Anti-Black Racism Town Hall**

Date and Time: Thursday, August 6 6:30 pm - 8:30 pm

Address: Webinar

A conversation with the community to address how Regional policies and programs can help address systematic anti-Black racism in our community.

## **1855 Masterclass: Leveling up Your Business and Personal Life - Todd Stottlemyre**

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

Address: Webinar

Up next on the virtual 1855 MASTERCLASS stage is none other than former Major League Baseball star and motivational speaker, Todd Stottlemyre for an exclusive presentation, "Leveling up Your Business and Personal Life".

Todd grew up around the majestic Yankee Stadium where his father was an All-Star pitcher for the New York Yankees. Surrounded by many greats like Mickey Mantle, Whitey Ford, and Yogi Berra, Todd was inspired to follow in his father's footsteps and play in the major leagues. Known most notably for spending half of his 15-year baseball career as Starting Pitcher for the Toronto Blue Jays, he was part of their two World Series championship victories in 1992 and 1993.

There was life after baseball which brought both success and failures. Todd became a successful stock market investor, analyst, and business leader. Today he speaks around the globe sharing his personal journey, his desire to continuously learn, and offering guidance on perseverance and dreaming big despite valleys. We look forward to hearing his key learnings, insights, and strategies for setting goals that will make YOU a champion in business and life.

Registration is free and all are welcome.

## **Summer Concerts Online - Thursdays**

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

Address: Online

Join us online every Thursday, at 7:00 pm for a great line up of performers and bands.

## Friday, August 7, 2020

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### Downtown Whitby Java Jolt

Date and Time: Friday, August 7 8:30 am - 9:30 am

Address: Webinar

**Java Jolts have been moved online!** Thank you to our Java Jolt facilitators, Michelle Palma from PFSL Investments and Nicolee Evans from Element Mortgage Group, for organizing these on Zoom each week! Join the [Java Jolt Facebook Group](#) for more details.

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

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

### Storytelling Drive-Thru Tours

Date and Time: Friday, August 7 9:30 am - 4:30 pm

Address: Pickering Museum Village

Join Nellie, from 170 years ago during the time of Pickering's Boom, as she takes you on a guided audio tour by car of the Pickering Museum Village.

Every Friday, July 3 to August 28. Tour times start every 10 minutes beginning at 9:30 am. Registration is required in advance, click [here](#) to register.

Cost per vehicle is \$20, 30 minute experience (no Buses, RVs, or other large vehicles).

## Sunday, August 9, 2020

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### Summer Concerts Online - Sundays

Date and Time: Sunday, August 9 2:00 pm - 3:00 pm

Address: Online

Join us every Sunday, at 2:00 pm, from the comfort of your home.

## siberXchange 2.0

Date and Time: Monday, August 10 9:00 am - 5:00 pm

Address: Virtual Conference

siberXchange is a global community of cybersecurity leaders and professionals representing leading organizations across the world. Led by an advisory of cybersecurity champions, this online community has groups for problem solving, custom solutioning, networking and broadcasting.

Address the global community from our reporting hub with live statistics and immersive visuals: multilingual, accessible and customized outreach.

Together, we secure our world and communicate through live streams, whitepapers and demonstrations.

Together, we build the future of cybersecurity professionals and welcome learners to join us in collaborative educational exchanges and employment outreach.

## Virtual Art Camps: Pop Art

Date and Time: Monday, August 10 9:00 am

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

Explore the iconic style that mixes popular culture with bright colours and bold lines. Create striking pieces from a variety of materials, from everyday items to ones you would have never thought of! Ages 7 to 13. Art kits included, pick-up available on the Friday/Saturday before camp starts.

## The key to employee well-being during and after the pandemic

Date and Time: Monday, August 10 2:00 pm - 3:00 pm

Address: Webinar

### **Overall Health: The key to employee well-being during and after the pandemic**

Covid-19 has seriously shaken things up for Canadians, both in their professional and personal lives. With our new normal, which—for many of us—means teleworking and homeschooling, we're seeing an uptick in health problems that organizations and insurers need to address and adapt to.

In this webinar, we'll be looking at how overall health culture, which includes physical, mental and financial health, is especially important during a crisis. And how going forward, this culture will be an integral part of group plans.

We'll also examine questions like: How can we take care of our employees from a distance? What health problems are we talking about, exactly? Are compassion and caring now central to the employer-employee relationship?

## What's Brewing: Virtual Edition

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

Address: Webinar

Virtual video conference free to all Chamber members.

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## How To Get Clients and Customers With Google

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

Address: Webinar

This event will be geared specifically to beginners and will help you get more clients & customers by getting your website ranked on Google.

It will cover three main topics:

Key #1: Get More Clients & Customers – Why it's important to be on top of Google

Key #2: Where To Even Start – How to get to the top of Google even if you don't know where to start

Key #3: Ratings & Review Management – How to get good reviews and not worry about the bad ones

## The Importance of Women's Entrepreneurship for Economic Recovery (Ontario Chamber of Commerce)

Date and Time: Tuesday, August 11 12:00 pm - 1:30 pm

Address: Webinar

The COVID-19 pandemic has had a disproportionate effect on women. Most strikingly observed amongst women from disadvantaged populations, it is also taking a harsh toll on women entrepreneurs. Existing systemic inequalities pre-pandemic have been further exacerbated by recent shut-down measures, resulting in what some economists are calling a “she-cession,” as more women have lost their jobs and fewer women than men are regaining employment. What is clear is this: we will not achieve our full economic potential if support for women is not centred in our planning.

## BACD Business Plan Masterclass

Date and Time: Tuesday, August 11 2:00 pm - 4:00 pm

Address: Webinar

This is for existing business owners wanting to put together a business plan for growth or financing options.

Are you already in business and wanting to put together your business plan for growth or financing options?

If you are new to business, start with our Start Up Session and Business Fundamentals.

This hands on masterclass will take you through the steps of writing your business plan and financial projections. A business plan and financial forecasts are needed when applying for loans and funds and to provide clarity and direction in a business owner’s journey.

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

## Business Networking Before 5 (AJPBOT)

Date and Time: Tuesday, August 11 3:30 pm - 5:00 pm

Address: Webinar

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

Some informal networking time will be provided before and after the formal networking to allow for some one-on-one conversation.

## Wednesday, August 12, 2020

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### Brooklyn Java Jolt

Date and Time: Wednesday, August 12 8:30 am - 9:30 am

Address: Webinar

**Java Jolts have been moved online!** Thank you to our Java Jolt facilitators, Michelle Palma from PFSL Investments and Nicolee Evans from Element Mortgage Group, for organizing these on Zoom each week! Join the [Java Jolt Facebook Group](#) for more details.



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

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

## **siberXchange 2.0**

Date and Time: Wednesday, August 12 9:00 am - 5:00 pm

Address: Virtual Conference

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

Date and Time: Wednesday, August 12 9:30 am - 11:30 am

Address: Webinar

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

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

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

So let's roll up our sleeves!

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

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

## Recovery Activation Program: Improving Your Business with Smart Technology

Date and Time: Wednesday, August 12 11:00 am - 11:45 am

Address: Webinar

As part of the Recovery Activation Program, this webcast explains what the Internet of Things is all about, and how these solutions can help you save costs, increase efficiencies and drive strategic decision-making so your business can become more competitive overall. An expert panel will take questions on how small and medium-sized businesses can adopt these new technologies across a variety of sectors.

## 30 Ways to Market Your Business

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

Address: Webinar

This webinar will spur ideas to market your business both online and offline. Marketing is the lifeblood of a business. Having consistent marketing activity is essential to the success of your business. Be inspired and find new opportunities to market yourself.

## Getting Back To Business: Adapting Your Marketing Message For The New “Business As Usual” (Canadian Business Resilience Network)

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

Address: Webinar

In this session, Mamta Dogra, Senior Manager, Small Business Marketing, Canada Post, will share tips and resources on how to get your message in-market as you adapt your business, generate renewed brand awareness, and find the right customers.

Expect to walk away with a greater understanding on how to adapt your marketing message, develop effective campaigns, and earn customer loyalty. The team at Canada Post wants to help your business survive, adapt, and thrive in this new landscape.

## Thursday, August 13, 2020

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### siberXchange 2.0

Date and Time: Thursday, August 13 9:00 am - 5:00 pm

Address: Virtual Conference

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## **IP Workshop: Trademarks 101**

Date and Time: Thursday, August 13 9:00 am - 10:00 am

Address: Webinar

An IP strategy is crucial for a company for achieving its business objectives. On August 13, join this informative online workshop that takes a deeper dive into Trademarks.

Led by Meghan Dillon, of Bereskin and Parr, this workshop will explore what a trademark is, how to select one, and the process involved in obtaining and maintaining a trademark registration in Canada as well as considerations surrounding protecting your mark globally.

## **Raising Financing During Turbulent Times - Exploring for Capital in the Public Markets**

Date and Time: Thursday, August 13 11:45 am

Address: Webinar

The second webinar in our series will focus on opportunities for financing in the public capital markets. In speaking with our panel of experts, we will discuss:

- Receptiveness of our capital markets with regard to innovative tech companies and the impact of COVID-19
- Why certain companies are opting to go public (whether it's before, or instead of, a sale of the company)
- Opportunities for raising financing from public market investors
- Planning required for a successful IPO down the road

## **Chamber on Tap**

Date and Time: Thursday, August 13 4:30 pm - 6:00 pm

Address: Webinar

Chamber on Tap is now online!

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

## **Summer Concerts Online - Thursdays**

Date and Time: Thursday, August 13 7:00 pm - 8:00 pm

Address: Online

Join us online every Thursday, at 7:00 pm for a great line up of performers and bands.

## **Friday, August 14, 2020**

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### **siberXchange 2.0**

Date and Time: Friday, August 14 9:00 am - 5:00 pm

Address: Virtual Conference

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### **Storytelling Drive-Thru Tours**

Date and Time: Friday, August 14 9:30 am - 4:30 pm

Address: Pickering Museum Village

Join Nellie, from 170 years ago during the time of Pickering's Boom, as she takes you on a guided audio tour by car of the Pickering Museum Village.

Every Friday, July 3 to August 28. Tour times start every 10 minutes beginning at 9:30 am. Registration is required in advance, click [here](#) to register.

Cost per vehicle is \$20, 30 minute experience (no Buses, RVs, or other large vehicles).

## **Sunday, August 16, 2020**

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### **Summer Concerts Online - Sundays**

Date and Time: Sunday, August 16 2:00 pm - 3:00 pm

Address: Online

Join us every Sunday, at 2:00 pm, from the comfort of your home.

## **Monday, August 17, 2020**

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### **Virtual Art Camp: Emerging Artists**

Date and Time: Monday, August 17 9:00 am - 4:00 pm

Spend the week exploring drawing, painting, and building beautiful sculptures! Ages 7-13. Art kit included, pic k-up available on the Friday/Saturday before camp starts.

### **Virtual Art Camps: Emerging Artists**

Date and Time: Monday, August 17 9:00 am - 4:00 pm

Spend the week exploring drawing, painting, and building beautiful sculptures! Ages 7-13. Art kit included, pic k-up available on the Friday/Saturday before camp starts.

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

Date and Time: Monday, August 17 9:00 am - 4:30 pm

## **Tuesday, August 18, 2020**

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### **Virtual Art Camp: Emerging Artists**

Date and Time: Tuesday, August 18 9:00 am - 4:00 pm

Spend the week exploring drawing, painting, and building beautiful sculptures! Ages 7-13. Art kit included, pic k-up available on the Friday/Saturday before camp starts.

### **Virtual Art Camps: Emerging Artists**

Date and Time: Tuesday, August 18 9:00 am - 4:00 pm

Spend the week exploring drawing, painting, and building beautiful sculptures! Ages 7-13. Art kit included, pic k-up available on the Friday/Saturday before camp starts.

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

Date and Time: Tuesday, August 18 2:00 pm - 4:00 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.

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

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

In Marketing and Sales Strategy we will cover:

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

## **TNDF's DASH & DINE**

Date and Time: Tuesday, August 18 5:00 pm - 7:00 pm

Address: 16 York Street, Cannington

Welcome to The Nourish and Develop Foundation's DASH & DINE: Produce Stand + Prepared Dinners!  
(Scroll down for Menus!)

It takes just 5 minutes to walk by our PRODUCE STAND + PREPARED DINNERS! Join the line, physically distance, and safely socialize as you pick up fresh, local produce and chef made meals. Don't forget to BRING YOUR MASK! All proceeds go towards The Nourish and Develop Foundation. Prepared meals are a recommended donation of \$5.00 or pay what you can (cash only).

\*If you have any questions, please contact us at 705-432-2444 or [info@tndf.ca](mailto:info@tndf.ca).\*

AUGUST 18, 2020 | Menu: Butter Chicken or Tofu & Veg with Rice & Naan

SEPTEMBER 1, 2020 | Menu: Sweet & Sour Chicken or Veggie with Rice & Egg Roll

SEPTEMBER 15, 2020 | Menu: Kofta Meatballs or Veggie Meatballs with Rice & Pita

SEPTEMBER 29, 2020 | Menu: Meat or Veggie Moussaka with Salad & a Roll

OCTOBER 6, 2020 | Menu: Meat or Veggie Jambalaya with Salad & Cornbread

Visit [www.tndf.ca/dash-dine/](http://www.tndf.ca/dash-dine/) for updates, information, and event pictures!

## **Special Durham Agricultural Advisory Committee (DAAC) Meeting**

Date and Time: Tuesday, August 18 7:30 pm

## Wednesday, August 19, 2020

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### Virtual Art Camps: Emerging Artists

Date and Time: Wednesday, August 19 9:00 am - 4:00 pm

Spend the week exploring drawing, painting, and building beautiful sculptures! Ages 7-13. Art kit included, pic k-up available on the Friday/Saturday before camp starts.

### Virtual Art Camp: Emerging Artists

Date and Time: Wednesday, August 19 9:00 am - 4:00 pm

Spend the week exploring drawing, painting, and building beautiful sculptures! Ages 7-13. Art kit included, pic k-up available on the Friday/Saturday before camp starts.

### Computer Vision Technology for your Business

Date and Time: Wednesday, August 19 9:00 am

Address: Webinar

From facial recognition to object detection, new technologies and capabilities can revolutionize your business. Join us as we discuss computer visioning technologies alongside our special guest: Korechi Innovations.

### BACD Start Up Session

Date and Time: Wednesday, August 19 3:30 pm - 5:00 pm

Address: Webinar

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

We will go through our Start Up Checklist and cover:

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

- Name and Brand considerations

## Thursday, August 20, 2020

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### Virtual Art Camps: Emerging Artists

Date and Time: Thursday, August 20 9:00 am - 4:00 pm

Spend the week exploring drawing, painting, and building beautiful sculptures! Ages 7-13. Art kit included, pic k-up available on the Friday/Saturday before camp starts.

### Virtual Art Camp: Emerging Artists

Date and Time: Thursday, August 20 9:00 am - 4:00 pm

Spend the week exploring drawing, painting, and building beautiful sculptures! Ages 7-13. Art kit included, pic k-up available on the Friday/Saturday before camp starts.

### Startup Scaling Essentials: Getting the RIGHT talent on a shoestring budget

Date and Time: Thursday, August 20 9:00 am - 10:00 am

Address: Webinar

In today's economic climate attracting the best talent particularly for start-ups, is real challenge. Join Dustin Kellow who will share clear and tangible ways to help set you up for success.

#### **Yes, you can compete against larger established companies!**

Co-Founder & CEO of Durham Recruiting, Dustin has the unique benefit of meeting many local businesses large and small and understands talent acquisition is critical for any start-up's success. We've learned that while every company is unique, there is a simple formula that ALL companies can leverage to be successful and, save significant dollars.

#### **You Will Learn How To:**

- Conduct strategic research to formulate a key communication strategy that will resonate with your target candidate(s)
- Develop and tell your story in a compelling way that will appeal to the candidates you want
- Build your online presence and brand – Digital platforms that works best
- Build your local network – How to be strategic
- Write a powerful story telling job description
- Find your target candidates – Leveraging your network and digital platforms

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

Date and Time: Thursday, August 20 9:30 am - 12:00 pm



Address: Webinar

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

Main elements of the workshop:

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

## August Entrepreneurship Series: Aligning Work & Wellness (Community Innovation Lab)

Date and Time: Thursday, August 20 6:30 pm - 8:00 pm

Address: Webinar

When you take care of self you are able to be clear and focused on what you want, deserve and are capable of. You see your potential and the possibilities for a better life for yourself. It is all aligned.

We're excited to have Joan Jothi Saldanha, founder of Jothi Creative Wellness Inc. and HERSpace host an interactive online workshop on everything you need to know about maintaining your wellness in the entrepreneur space!

**During this workshop, you will gain:**

- Clarity on your vision, goals and actionable steps for the 4th quarter
- A structure of support and accountability for success
- Disciplined self-care practices for your business journey

## Summer Concerts Online - Thursdays

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Address: Online

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**Friday, August 21, 2020**

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## Downtown Whitby Java Jolt

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

Address: Webinar

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Address: Pickering Museum Village

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Every Friday, July 3 to August 28. Tour times start every 10 minutes beginning at 9:30 am. Registration is required in advance, click [here](#) to register.

Cost per vehicle is \$20, 30 minute experience (no Buses, RVs, or other large vehicles).

## WindReach Farm Drive-Thru Experience

Date and Time: Friday, August 21 10:00 am - 3:00 pm

Address: 312 Townline Road, Ashburn, Ontario

Come and join us for a drive-thru tour of the Farm! In addition to seeing the beautiful property and your favour

ite farm animals, you'll learn about our programs and participate in activities, all from the safety of your vehicle. This guided audio tour is something you don't want to miss out on!

Tickets are \$15 per car. For more info and to purchase tickets go to: [https://starticketing.com/tktweb/event\\_view?eventCode=DJA](https://starticketing.com/tktweb/event_view?eventCode=DJA)

## August Entrepreneurship Online Series: Telling The Story of Your Business (Community Innovation Lab)

Date and Time: Friday, August 21 6:00 pm - 7:30 pm

Address: Webinar

We're excited to have Kasey Dunn, Program Coordinator at ICUBE @ UTM host an informative online workshop on everything you need to know about Telling the Story of Your Business!

### **During this workshop, you will gain:**

- The art of storytelling for your brand
- Storytelling vs. Pitching
- How to build an elevator pitch
- Tips and tricks for speaking about your business strategically and effectively

## Saturday, August 22, 2020

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### 1st Annual Soper Creek Wildlife Rescue Open House

Date and Time: Saturday, August 22 9:30 am - 4:00 pm

Address: Soper Creek Wildlife Rescue

PEPP Services is now working with Soper Creek Wildlife Rescue to bring more awareness to the services they provide to the community and beyond. What better way than by hosting an OPEN House!

This will be a way to visit the facility and see first hand what happens day to day. During the day guests will experience short tours and a chance to meet some of the Animal Ambassadors. We even have a craft and games area that will provide fun for guests of all ages and a marketplace to meet our sponsors and some of our other community supporters.

Soper Creek Wildlife Rescue is one of the best-kept secrets of the Durham Region! They are the only Wildlife Rescue & Rehabilitation Centre in Durham Region. So if you find an injured, sick or abandoned animal, this is who you would call. They have numerous Trained staff and dedicated volunteers that work tirelessly to give the animal the best chance at a full life in their natural habitat.

Tickets are \$10 each and include lunch.

Due to Covid 19 restrictions, we have divided the event into different areas to allow for social distancing. All tickets will be purchased for a specific time slot and are limited to keep groups small.

To allow as many people to experience the event, we will also be a limited time in each of the areas. However, you will have an opportunity to sign up for one of the more in-depth tours and experiences at a later date.

Raffle & 50/50 tickets will be available at the event but we are also offering them online for those who are not able to attend in person. Raffle prizes will be posted as received. 50/50 totals will also be posted.

## **Sunday, August 23, 2020**

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### **WindReach Farm Drive-Thru Experience**

Date and Time: Sunday, August 23 10:00 am - 3:00 pm

Address: 312 Townline Road, Ashburn, Ontario

Come and join us for a drive-thru tour of the Farm! In addition to seeing the beautiful property and your favourite farm animals, you'll learn about our programs and participate in activities, all from the safety of your vehicle. This guided audio tour is something you don't want to miss out on!

Tickets are \$15 per car. For more info and to purchase tickets go to: [https://starticketing.com/tktweb/event\\_view?eventCode=DJA](https://starticketing.com/tktweb/event_view?eventCode=DJA)

### **Summer Concerts Online - Sundays**

Date and Time: Sunday, August 23 2:00 pm - 3:00 pm

Address: Online

Join us every Sunday, at 2:00 pm, from the comfort of your home.

## **Monday, August 24, 2020**

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### **Virtual Art Camps: Mixed Media Magic**

Date and Time: Monday, August 24 9:00 am - 4:00 pm

Step into a world of fantastic fairy tales and folklore! Explore mixed media to create your own characters, creatures, books, and games. Ages 7-13. Art kit included, pick-up available on the Friday/Saturday before camp starts.

### **August Entrepreneurship Online Series: Customer Journey Mapping (Community Innovation Lab)**

Date and Time: Monday, August 24 6:00 pm - 7:30 pm

Address: Webinar

We're excited to have Kasey Dunn, Program Coordinator at ICUBE @ UTM host an informative online workshop on everything you need to know about Customer Journey Mapping!

## During this workshop, you will gain:

- Getting clear on your market and understanding your ideal customer
- Identifying customer pains, gains and jobs to be done
- Mapping out your customer's journey to your product/service
- How to turn your map into an actionable strategy

## Tuesday, August 25, 2020

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### What's Brewing: Virtual Edition

Date and Time: Tuesday, August 25 8:00 am - 9:00 am

Address: Webinar

Virtual video conference free to all Chamber members.

### mMornings

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

Address: Brock St. S & Burns St. W.

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

**Please note: given the topic and weather permitting, and to maintain the safety of our presenters and attendees, this event will take place outside and have a limited number of participants.**

### Virtual Art Camps: Mixed Media Magic

Date and Time: Tuesday, August 25 9:00 am - 4:00 pm

Step into a world of fantastic fairy tales and folklore! Explore mixed media to create your own characters, creatures, books, and games. Ages 7-13. Art kit included, pick-up available on the Friday/Saturday before camp starts.

### BACD Business Plan Masterclass

Date and Time: Tuesday, August 25 9:30 am - 11:30 am

Address: Webinar

Are you already in business and wanting to put together your business plan for growth or financing options?

If you are new to business, start with our Start Up Session and Business Fundamentals.

This hands on masterclass will take you through the steps of writing your business plan and financial projections. A business plan and financial forecasts are needed when applying for loans and funds and to provide clarity and direction in a business owner's journey.

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

## Wednesday, August 26, 2020

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### Brooklin Java Jolt

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

Address: Webinar

**Java Jolts have been moved online!** Thank you to our Java Jolt facilitators, Michelle Palma from PFSL Investments and Nicolee Evans from Element Mortgage Group, for organizing these on Zoom each week! Join the [Java Jolt Facebook Group](#) for more details.

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

### Virtual Art Camps: Mixed Media Magic

Date and Time: Wednesday, August 26 9:00 am - 4:00 pm

Step into a world of fantastic fairy tales and folklore! Explore mixed media to create your own characters, creatures, books, and games. Ages 7-13. Art kit included, pick-up available on the Friday/Saturday before camp starts.

### The Power of G Suite Apps for Business

Date and Time: Wednesday, August 26 9:30 am - 11:00 am

Address: Webinar

This webinar will cover how to effectively use G Suite for your business as well as the extensions and the applications involved.

- Google Calendar
- Google Drive
- Google Maps
- Google Docs & more!

## Virtual Art Camps: Mixed Media Magic

Date and Time: Thursday, August 27 9:00 am - 4:00 pm

Step into a world of fantastic fairy tales and folklore! Explore mixed media to create your own characters, creatures, books, and games. Ages 7-13. Art kit included, pick-up available on the Friday/Saturday before camp starts.

## BACD Business Fundamentals: Financials and Operations

Date and Time: Thursday, August 27 9:30 am - 11:30 am

Address: Webinar

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

Key concepts covered:

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

## Building Digital Capacity and Business Resiliency during COVID-19

Date and Time: Thursday, August 27 1:00 pm - 2:00 pm

Address: Webinar

You're invited to join us and TC Energy for a webinar on Wednesday, Aug. 27 at 1 p.m. ET to discuss building digital capacity and business resiliency during the COVID-19 pandemic.

What sparked TC Energy's agility to mobilize its people to work remotely during COVID-19? Digital innovation was the foundation that enabled TC's employees to remain productive, collaborative and connected in the wake of the pandemic. When TC leveraged the tools and resources in place to assist its workforce, it enabled TC to adapt and embrace change and new ways of working. Embracing change allows organizations to accomplish things they didn't know were possible – it unlocks creativity and innovation, inspiring and motivating people to realize untapped potential and deliver outstanding business outcomes to build business resiliency.

## Startupgrind: Willfull

Date and Time: Thursday, August 27 6:00 pm - 8:30 pm

Address: Webinar

Join us on August 27<sup>th</sup> as Startupgrind sits down with Erin Bury, co-founder and CEO of Willful — an online estate planning platform that makes it easy for Canadians to create a will in less than 20 minutes. At Willful, Erin drives the company's mission to make it easier for Canadians to prepare for, and deal with, death in a digital age. Named one of Marketing Magazine's 'Top 30 under 30 Marketers', Erin has appeared in a number of publications including *The New York Times*, *Forbes* and *CNN*, is a renowned public speaker and has been retweeted by Oprah — twice.

From what motivated her to create Willful and the ins-and-outs of entrepreneurship, to the importance of getting creative when promoting solutions for difficult life situations, Erin will take us behind her journey with Willful and provide insight for adopting digital strategies in today's age of marketing.

## Summer Concerts Online - Thursdays

Date and Time: Thursday, August 27 7:00 pm - 8:00 pm

Address: Online

Join us online every Thursday, at 7:00 pm for a great line up of performers and bands.

## Friday, August 28, 2020

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### Virtual Art Camps: Mixed Media Magic

Date and Time: Friday, August 28 9:00 am - 4:00 pm

Step into a world of fantastic fairy tales and folklore! Explore mixed media to create your own characters, creatures, books, and games. Ages 7-13. Art kit included, pick-up available on the Friday/Saturday before camp starts.

### Storytelling Drive-Thru Tours

Date and Time: Friday, August 28 9:30 am - 4:30 pm

Address: Pickering Museum Village

Join Nellie, from 170 years ago during the time of Pickering's Boom, as she takes you on a guided audio tour by car of the Pickering Museum Village.

Every Friday, July 3 to August 28. Tour times start every 10 minutes beginning at 9:30 am. Registration is required in advance, click [here](#) to register.

Cost per vehicle is \$20, 30 minute experience (no Buses, RVs, or other large vehicles).

### Email Marketing: A No Brainer for Small Business



Date and Time: Friday, August 28 9:30 am - 11:00 am

Address: Webinar

Email marketing is one of the most effective ways to reach and engage your audience. It's so important and in this session we will discuss a plan for implementation and growth of your email marketing.

We will look at different platforms, content ideas and sequencing of emails.

## **Sunday, August 30, 2020**

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### **Summer Concerts Online - Sundays**

Date and Time: Sunday, August 30 2:00 pm - 3:00 pm

Address: Online

Join us every Sunday, at 2:00 pm, from the comfort of your home.

## **Monday, August 31, 2020**

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### **Virtual Art Camps: Comic Book Creators**

Date and Time: Monday, August 31 9:00 am - 4:00 pm

Step into the shoes of an illustrator and spend the week bringing your characters and their story to life! Ages 7-13. Art kit included, pick-up available on the Friday/Saturday before camp starts.

<https://calendar.durham.ca>