

Thursday, January 5, 2023

Mastermind: What Should We Do to Grow our Business in 2023

Date and Time: Thursday, January 5 02:00 p.m. - 3:00 p.m.

What we will discuss at this session:

- Steps you can take today to grow your business
- How to track, measure, and test growth strategies
- How to iterate and experiment to get more customers

Presented By:

Andrew Patricio is the founder and owner of Bizlaunch, a company that trains, advises and mentors entrepreneurs. As an internationally recognized small business expert, he has trained entrepreneurs in Canada and 21 other countries. Andrew understands entrepreneurs because he is an entrepreneur, having started several businesses of his own and has authored two books on small business.

A recording of the mastermind session will be available to watch for free on the My Main Street website (<https://mymainstreet.ca/accelerator-program/online-training>) after the live session.

Monday, January 9, 2023

T2 Corporation Tax Literacy Seminar

Date and Time: Monday, January 9 09:30 a.m. - 11:30 a.m.

Presented by the Canada Revenue Agency's Liaison Officer Service Program

The presentation is geared towards small, incorporated businesses and will provide participants with the basic principles and resources needed to navigate the tax system.

During the seminar, the Liaison Officer will:

- Explain common tax errors
- Demonstrate how to use financial benchmarks for relevant industries
- Provide information on various tools and services offered by the CRA
- Explain general bookkeeping concepts and best practices

Tuesday, January 10, 2023

Basics of Starting a Small Business

Date and Time: Tuesday, January 10 10:00 a.m. - 11:00 a.m.

Do you have an idea and you want to start your own small business, but you aren't sure where to start? Attend this free seminar to find out information such as:

- How to register your business
- Business structure
- Government support programs
- Other services and programs available to you

Web Presence 101 - Ensuring Your Foundation is Set

Date and Time: Tuesday, January 10 10:00 a.m. - 11:30 a.m.

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

Join us to learn how to build the foundation for your business' web presence.

You will need to ensure you register on Zoom as well, the link is

here: <https://us02web.zoom.us/meeting/register/tZwvcemupj4jH9Y3eKrNMtGexGZAOyx3JfBF>

Social Enterprise Coaching Program Information Session

Date and Time: Tuesday, January 10 12:00 p.m. - 1:00 p.m.



Social Enterprise
Coaching Program

EPICentre



Social entrepreneurs play a critical role in community development and social betterment in local and global communities across the globe. Our Social Enterprise Coaching Program is focused on providing new and upcoming social entrepreneurs with a number of holistic tools and resources that take ideas and grow them into flourishing social enterprises. The program is amalgamated with several benefits including coaching, funding, workshops, networking opportunities, and more. Join this webinar to receive:

- Detailed overview of the Social Enterprise Coaching Program
- In-depth review of eligibility and requirements
- Detailed information about the application process
- Opportunity for Q&A

If you're unable to make the LIVE session and would like access to the webinar recording, please email Sydney.Thompson@uwindsor.ca.

More about the Social Enterprise Coaching Program can be found here: www.epicentreuwindsor.ca/libro-epic-social-enterprise-program

This program is proudly sponsored by Libro Credit Union.

[REGISTER](#)

Plan For an Extraordinary 2023

Date and Time: Wednesday, January 11 09:30 a.m. - 11:00 a.m.

In this session we will create 2023 business plans for your business. Please make sure you have reviewed 2022 using [this workbook](#) and be ready to work on 2023 plans in this session.

Our goal is that you leave with a solid plan for an extraordinary 2023!

Presented by Teresa Shaver, CEO of Business Advisory Centre Durham

Teresa has always had a strong entrepreneurial spirit and has worked in over 5 start up organizations across 3 countries and moved to Canada in August 1999 to be part of a start up in Toronto. After working in private and corporate sector for 10 years, Teresa left to start her career in the Non Profit Sector by joining the Whitby Chamber of Commerce as their Manager of Member Services and Events.

Teresa has also run a number of her own businesses (a jewellery designer, mobile aesthetician, sewing teacher, yoga teacher) and has been a business coach for over 10 years. She is a business warrior and passionate about guiding entrepreneurs and businesses to achieve success. In 2014, Teresa received her Registered Business Coach designation from the World Association of Business Coaches and in 2017 received her Economic Development Certificate.

Insurance for Small Business

Date and Time: Wednesday, January 11 10:00 a.m. - 11:30 a.m.

This informative webinar will provide you with working knowledge of small business insurance, demystifying all the jargon. It will also enable you to ask the right kinds of questions from insurance professionals.

What you will learn:

- Why do I need business insurance?
- What types of business insurance exist?
- What are the right ones for my small business?
- What questions should I ask insurance professionals to make sure my needs are met?
- What other resources should I consider to ensure I get the right insurance policy?

Join us to learn all about insurance for your small business.

WECAN Networking Event for New Investors

Date and Time: Wednesday, January 11 04:30 p.m. - 7:30 p.m.

Address: Ciociaro Club, 3745 North Talbot Road, Tecumseh, Ontario N0R 1L0

A networking and information evening is scheduled for members to network and to attract new investors to join WECAN membership.

This in-person event will provide information about angel investing and about the critical role private investors play in growing innovative start-ups.

To reach out to potential investors in all corners of the region, please read the article [Angel Investors Bring Capital to the Local Start-up Ecosystem](#). It describes WECAN role in the ecosystem and invites investors to next weeks' event on January 11th.

Any interested investor wishing to attend, email Deborah Livneh, Executive Director for WECAN for registration link.

Deborah@WEangelnetwork.com

Program:

- Stephen MacKenzie, CEO of Invest WindsorEssex explains how Angel investors are an essential element of building a thriving entrepreneurial and innovative economy.
- Detailed information about 'angel investing' for private investors is provided by Neil Wilkinson, CEO of Equation Angels.
- Cam Crowder an Investor and WECAN member, speaks about the opportunity to invest in early stage companies through a Venture fund.

Venue: Ciociaro Club, 3745 North Talbot Road, Tecumseh, Ontario N0R 1L0

What are your tax obligations as a Corporation?

Date and Time: Thursday, January 12 09:30 a.m. - 11:30 a.m.

A webinar with Liaison Officers from the Canada Revenue Agency (CRA) to help you understand your tax obligations and learn about:

- General bookkeeping concepts and best practices
- Explain common tax errors
- Demonstrate how to use financial benchmarks for relevant industries
- Provide information on the CRA's services

Service Canada: Free Hiring Platform & Other Supports for Small Businesses

Date and Time: Thursday, January 12 11:00 a.m. - 12:00 p.m.

Learn how to access Service Canada to enroll in various programs, services, and the basics of Human Resources for businesses in any sizes.

This session will include:

1. Posting Jobs to the Job Bank
2. Tips for Businesses on Social Insurance Number
3. Resources for Businesses and their workers:
 - www.Canada.ca for individuals, self-employed, employers, and businesses
 - Business Benefits Finder
 - Employer Contact Centre
 - Supports for workers: Request a call back and other call centres

Learning Outcome:

- New initiatives/programs for businesses, employers, and self-employed
- Advertising for jobs via our federal government job bank

Presenters:

- Various Citizen Services Specialists from Service Canada

Growth and Expansion

Date and Time: Thursday, January 12 01:00 p.m. - 2:00 p.m.

Learn and understand how to project growth and expansion in your business.

Learning objectives for participants:

- Determine when business expansion makes sense
- Understand how to project growth and expansion
- Know how to react when unexpected growth occurs

Financing 101 with Futurpreneur Canada and BDC

Date and Time: Thursday, January 12 02:00 p.m. - 3:30 p.m.

Futurpreneur has been fueling the entrepreneurial passions of Canada's young enterprise for two decades. They are the only national, non-profit organization that provides financing, mentoring and support tools to aspiring business owners aged 18-39.

BDC is a Crown corporation with a clear mandate: to support Canadian entrepreneurship by providing financing and advisory services. BDC is the bank for Canadian entrepreneurs. Canada's first B Corp bank. B Corps are certified Beneficial companies. Their purpose

is to create value for society as well as money. They meet high standards of transparency and accountability and create positive social and environmental benefit.

Friday, January 13, 2023

T1 General Small Business Tax Literacy Seminar

Date and Time: Friday, January 13 09:30 a.m. - 1:30 p.m.

Presented by the Canada Revenue Agency's Liaison Officer Service Program

This seminar is offered to owners of small businesses and self-employed individuals who need help in understanding their tax obligations. The presentation is geared towards unincorporated businesses and will provide participants with the basic principles and resources needed to navigate the tax system.

During the seminar, the Liaison Officers will:

- Explain common tax errors
- Demonstrate how to use financial benchmarks for relevant industries
- Provide information on various tools and services offered by the CRA
- Explain general bookkeeping concepts and best practices

Wednesday, January 18, 2023

Project Management Essentials

Date and Time: Wednesday, January 18 08:30 a.m. - 12:30 p.m.



This course covers the fundamentals of project management and is intended for those with no formal training in project management. The course guides learners through an understanding of how to apply the most essential concepts of project management to different types of projects.

Note: Project Management Essentials Level I must be taken before Level II courses.

Just six, half-day online sessions in this fundamental course presents an accessible, hands-on journey through a project from initiation to closing, with a special emphasis on initiation and planning. Course participants work in project teams to practice PM tools while they experience the realistic challenges that are encountered on projects. Although it is possible to customize a case study for a specific industry or organization, this course offers 2 case studies so there is something for everyone.

Real-life stories from a variety of industries are used to illustrate key concepts and best practices and the instructor encourages course participants to share their experiences. This ensures the discussions are realistic and relevant.

Project Management Essentials is compliant with the Project Management Body of Knowledge and it introduces tools and terminology without overwhelming participants with jargon. The course focuses on developing practical skills that can be applied immediately to increase the level of success on projects. The instructor leads you through a course that is fun, fast-paced, interactive, and adapted as required based on the needs of each audience.

WSIB: Laws & Regulations for Small Businesses

Date and Time: Wednesday, January 18 10:00 a.m. - 11:30 a.m.

Workplace injuries are an important issue and can be costly for small business.

Many employers do not understand their Health and Safety responsibilities and legal obligations.

Please join Enterprise Toronto in this free webinar provided by Workplace Safety and Insurance Board, Health and Safety Excellence Program Consultant Lesia Conneely who will explain how to keep your workplace healthy and safe and in compliance with health and safety laws.

Thursday, January 19, 2023

Breakfast with the Mayors

Date and Time: Thursday, January 19 07:30 a.m. - 9:30 a.m.

Address: Colasanti's Tropical Gardens, 1550 Rd. 3 E., Kingsville, ON N9Y 2E5

leamington
DISTRICT CHAMBER OF COMMERCE ESTABLISHED 1934
presents

3 Breakfast TRIFECTA with the Mayors 2023

Leamington Mayor MacDonald
Pelee Island Mayor Miller
Kingsville Mayor Rogers

Thursday, January 19th, 2023
7:30am - 9:30am
Colasanti's Tropical Gardens
1550 Road 3 East, Kingsville

Chamber Members - \$25.00/person
General Admission - \$35.00/person

Contact the Leamington District Chamber of Commerce
to reserve your seat
Phone: 519-326-2721
Email: info@leamingtonchamber.com
www.leamingtonchamber.com

Reply now **LIMITED SEATING**

wfcu
CREDIT UNION

Join us Thursday January 19th, 2023 for our Breakfast with the Mayors!

Leamington - Mayor MacDonald

Pelee Island - Mayor Milder

Kingsville - Mayor Rogers

Chamber Members - \$25/person

General Admission - \$35/person

Project Management Essentials

Date and Time: Thursday, January 19 08:30 a.m. - 12:30 p.m.



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[REGISTER](#)

Foodpreneur Advantage - Starting A Food Business

Date and Time: Thursday, January 19 10:00 a.m. - 11:00 a.m.

In this free 60-minute online seminar learn about:

- Creating a Business Model
- Doing your Market Research
- Analyzing the Competition
- What is your Value Proposition?

Do you have an idea for a food business? Want to learn more before you “venture” into food production? Looking to find out how to search for a licensed commercial kitchen that can help you get your venture off the ground? Or just have a delicious recipe you wish to cook up into a money-making business? Then be sure to attend this valuable workshop on Starting a Food Business.

You will leave with a better understanding of how to get started on your path to success in the food and beverage industry!

[REGISTER](#)

Entrepreneurship NetworkHER Event: Women of True GRIT

Date and Time: Thursday, January 19 06:00 p.m. - 8:30 p.m.





Edie Hand's
WOMEN
OF TRUE GRIT™



Join us, along with the US Consulate General for the virtual **Entrepreneurship NetworkHER Event: Women of True GRIT**.

We are fortunate to have **Edie Hand, founder of Women of True GRIT** as a keynote speaker, to share her story of life experiences and how she's transformed them into a network in celebration of amazing women.

Come dressed in your favourite hat or accessory to symbolize the many roles we have as women and entrepreneurs! (A woman's best accessory is her **CONFIDENCE**).

Agenda: (EST)

- 6 pm-6 :20 pm – Welcome & Opening Remarks
- 6:20 pm- 7:00 pm: Keynote Presentation with Edie Hand
- 7:00 pm- 7:30 pm: Networking with SpeakHERs
- 7:30 pm-8:15 pm: Free Flow Networking! (All guests are invited to freely move around the space and continue networking! Some tables in the floor plan also have prompted topics)

Who is this event for? This event is for students, female founders, and members of the entrepreneurship community from both Canada and the United States. The goal is to inspire, tell stories and make lasting connections.

Why register? This is a fabulous chance to meet and greet and learn from prestigious female founders, an excuse to wear your favourite accessory that makes your personality shine, and join a virtual network of incredible current or aspiring women entrepreneurs.

About the Entrepreneurship SpeakHER Series: This event series started in January 2022 and was a partnership with the US Consulate General office in Toronto Ontario. This NetworkHER event is a closing to an incredible program of eight virtual speakHER session, and this marking the second virtual networking session. It began to strengthen bilateral ties between Canada and the United States and connect woman founders and aspiring entrepreneurs from both nations. We focused each session on a different industry focus and all recordings can be found on the EPICentre YouTube channel.

About Edie Hand: Edie Hand is a businesswoman, speaker, media personality, filmmaker, international author, and mother. She has authored or co-authored over twenty-five books. Edie has partnered with Sinclair Broadcasting of Birmingham, Alabama, to share Women of True Grit Vignettes on the air broadcasting monthly. For more information go to <https://www.ediehand.com>. Connect with Edie on LinkedIn: [click here](#).

[REGISTER](#)

Friday, January 20, 2023

Project Management Essentials

Date and Time: Friday, January 20 08:30 a.m. - 12:30 p.m.





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[REGISTER](#)

How to Do Business with the Government of Canada

Date and Time: Friday, January 20 10:00 a.m. - 11:00 a.m.

The Government of Canada purchases \$22 billion of goods and services each year. This webinar provides key information about how to sell to the Government of Canada that will help you learn how to:

- Find out whether the Government of Canada buys your goods or service
- Understand the contracting process
- Register in supplier databases
- Build networks and promote your business
- Search for opportunities
- Take advantage of the procurement information on Buyandsell.gc.ca
- Understand the security clearance process
- Bid on opportunities

A focus of this session will be on supporting diverse and underrepresented equity deserving businesses and highlighting emerging opportunities through federal and community programs and services.

Join us to learn how to do business with the Government of Canada.

Speaker Bio:

The speakers are from Procurement Assistance Canada – Ontario Region (PAC-OR).. They deliver seminars that assist and inform suppliers on how to do business with the Government of Canada, how to navigate the federal procurement system and how to utilize www.buyandsell.gc.ca and canadabuys.canada.ca, the federal procurement websites.

Procurement Assistance Canada (PAC) - Ontario Region was established in August 2006 within Public Services and Procurement Canada to support the Government of Canada's commitment to a procurement system open to small and medium and regionally based businesses. PAC's mandate is to ensure fairness, openness and transparency in federal government procurement.

Saturday, January 21, 2023

miniMBA-Enrolment

Date and Time: Saturday, January 21 09:00 a.m. - 12:00 p.m.

6 Courses Required

In six interactive modules, the miniMBA will provide you with a comprehensive overview of core business functions, with a taste of a traditional MBA. Take each class individually or complete all 6 modules to achieve the miniMBA Certificate.

This non-credit program will consist of fifteen live instructional online classes. This program will allow you to:

- Understand the basics of all business functional areas
- Increase organizational competitiveness with new strategic insights
- Learn to view the "big picture" of an organization
- Build business relationships through networking
- Operate more effectively in a team-oriented environment

Why you should take this program:

- A great way to learn about core business functions, all-in-one program
- Refresh on the most up-to-date best practices in business administration
- Networking and professional connections – learn with like-minded individuals
- Instructors are highly regarded in their industry and have taught at the Odette School of Business as MBA instructors
- Flexible, online course delivery, and just a few hours each Saturday

In order to successfully complete the miniMBA, learners will actively participate in online classes and complete a combination of assignments and case studies for each module. Learners will be assigned a grade of "complete or incomplete" upon completion of each class.

Some courses in the miniMBA Certificate require knowledge of Microsoft Excel. Please complete the [assessment form](#) to determine the skills required for the class. Need to update your Microsoft Excel skills for the other miniMBA classes? Check out our [Introduction to Microsoft Excel class](#).

[REGISTER](#)

Sunday, January 22, 2023

miniMBA-Enrolment

Date and Time: Sunday, January 22 09:00 a.m. - 12:00 p.m.

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[REGISTER](#)

Monday, January 23, 2023

miniMBA-Enrolment

Date and Time: Monday, January 23 09:00 a.m. - 12:00 p.m.

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[REGISTER](#)

Law & Entrepreneurship In Motion - SpeakHER Session

Date and Time: Monday, January 23 12:00 p.m. - 1:00 p.m.



Law & Entrepreneurship **SpeakHER** series

Grace Quan
President and CEO of
Hydrogen In Motion Inc.
(H2M)

Kaamil Ali Khalfan- Moderator
Project Manager- University of Windsor Faculty of Law



The Law and Entrepreneurship SpeakHER Series 2023 is a virtual speaker series that explores the intersection of law and entrepreneurship by engaging in a dialogue with Small Business Enterprises (SMEs) to unpack their relationship with the law and their lawyers in the innovation economy.

This series is a partnership between EPICentre and Professor Myra Tawfik, Don Rodzik Family Chair in Law and Entrepreneurship.

The series is free to attend! If you can't make it in real time, not to worry, all those who register will receive a post-event email with the recorded session.

MEET OUR SPEAKER:

In 2018 Grace Quan, CEO was recognized by BC Business magazine as one of the 50 Most Influential Women In STEM.

Grace Quan CEO, MBA, CPA has a range of experience with corporate governance, negotiation, leadership, team building and marketing. As President and CEO of Hydrogen In Motion Inc. (H2M), Grace brings a strong perspective of fiduciary accountability, collaborative relationship management and effective communication to H2M.

[REGISTER](#)

Tuesday, January 24, 2023

How to Use Social Media for Customer Acquisition

Date and Time: Tuesday, January 24 08:30 a.m. - 10:30 a.m.

Address: Mackenzie Hall Cultural Centre, 3277 Sandwich St. W., Windsor, ON N9C 1A9



Social media can be a great asset for any business, if implemented correctly. As a small business owner it's important for you to make better use of social media. On the flip side, you have a business to run and adding one more thing in a dizzyingly busy world can seem overwhelming.

This beginner-level session will provide some needed calm. We'll remove the jargon and leave you with a common sense understanding of how social media can be used as part of a practical plan to bring paying customers through your doors. Knowing how to leverage social media will help you grow your client base, increase profits and cut your marketing costs.

Key takeaways:

- Social media equivalent of word of mouth advertising (organic growth)
- How to appeal to new customers online (customer acquisition)
- Find new customers just around the corner (local search)
- Learn how the Digital Main Street program and Digital Transformation Grant can help you grow your business online

This in-person session is hosted for businesses located in west-Windsor and the Sandwich Towne BIA. Funding for the [Sandwich Business Development Program](#) has been provided by the [Gordie Howe International Bridge Community Benefits Plan](#).

Presenters

Wayne Sankarlal - Digital Service Squad Advisor

Wayne has been building websites and running social media campaigns for more than 10 years, working exclusively with small businesses and non-profits. He is fascinated by the use of platforms like Facebook and Google to meet the challenges of searching for and welcoming new customers. Wayne knows the struggle many feel trying to understand and master social media advertising while juggling the other daily activities necessary to keep their businesses running.

If his Masters degrees in Business Administration and Computer Information Systems have taught him anything, its that technology is valuable only if it solves a real world business problem. And the biggest problem most small businesses have is finding new customers and serving repeat customers.

As a Digital Service Squad member for Windsor/Essex, Wayne is able to help businesses to do exactly that.

Lindsay Renaud - Digital Service Squad Advisor

Born and raised in the Windsor-Essex region, Lindsay Renaud is a Digital Service Squad Advisor for the Digital Main Street program. Her educational background includes an Advertising and Marketing Communications Management advanced diploma from St. Clair College, a Bachelor of Arts in Psychology from the University of Windsor, and a Bachelor of Education from the University of Windsor.

Lindsay has over 12 years experience in digital marketing, with a special focus on search engine marketing and optimization, social media marketing, Google Analytics, and website development. She has previously worked alongside large corporations such as Microsoft, Lowes, PetSmart, Costco, as well as various local small businesses to enhance their digital climate. In addition to marketing, she has taught various courses and workshops for digital marketing at post-secondary institutions, secondary schools and overseas. She also offers private consulting for clients. Lindsay is passionate about working with a diverse clientele to help them achieve big results!

miniMBA-Enrolment

Date and Time: Tuesday, January 24 09:00 a.m. - 12:00 p.m.

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[REGISTER](#)

eCommerce 101: What, why, and how

Date and Time: Tuesday, January 24 10:00 a.m. - 11:30 a.m.

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

Join us to learn why you should consider e-commerce for your business and how you can easily get started.

[REGISTER](#)

How to Recruit, Train and Motivate Employees

Date and Time: Tuesday, January 24 02:00 p.m. - 3:30 p.m.

One of the biggest challenges business owners face is managing people. Discover what it takes to lead and recruit a great team and keep them motivated. At this webinar, you'll learn:

- How to recruit the right people for your business.
- Questions you should be asking.
- How to ensure you have the legal details in order.
- How to develop a training and orientation program for new employees.
- How to keep employees motivated and inspired.
- How to manage remote employees, contractors and freelancers
- How to lead and retain good employees.

Improve your business by recruiting, training, and motivating your employees so they can help you grow your business and keep your customers happy.

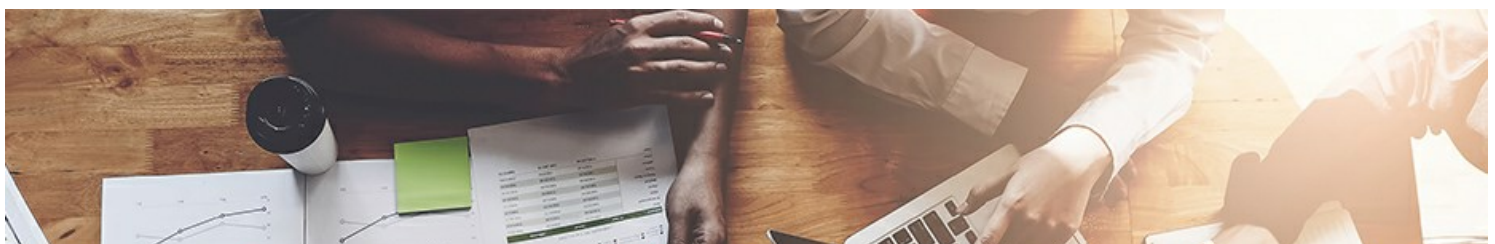
Presented By

Andrew Patricio is the founder and owner of Bizlaunch, a company that trains, advises and mentors entrepreneurs. As an internationally recognized small business expert, he has trained entrepreneurs in Canada and 21 other countries. Andrew understands entrepreneurs because he is an entrepreneur, having started several businesses of his own and has authored two books on small business.

Wednesday, January 25, 2023

Project Management Essentials

Date and Time: Wednesday, January 25 08:30 a.m. - 12:30 p.m.





This course covers the fundamentals of project management and is intended for those with no formal training in project management. The course guides learners through an understanding of how to apply the most essential concepts of project management to different types of projects.

Note: Project Management Essentials Level I must be taken before Level II courses.

Just six, half-day online sessions in this fundamental course presents an accessible, hands-on journey through a project from initiation to closing, with a special emphasis on initiation and planning. Course participants work in project teams to practice PM tools while they experience the realistic challenges that are encountered on projects. Although it is possible to customize a case study for a specific industry or organization, this course offers 2 case studies so there is something for everyone.

Real-life stories from a variety of industries are used to illustrate key concepts and best practices and the instructor encourages course participants to share their experiences. This ensures the discussions are realistic and relevant.

Project Management Essentials is compliant with the Project Management Body of Knowledge and it introduces tools and terminology without overwhelming participants with jargon. The course focuses on developing practical skills that can be applied immediately to increase the level of success on projects. The instructor leads you through a course that is fun, fast-paced, interactive, and adapted as required based on the needs of each audience.

[REGISTER](#)

miniMBA-Enrolment

Date and Time: Wednesday, January 25 09:00 a.m. - 12:00 p.m.

6 Courses Required

In six interactive modules, the miniMBA will provide you with a comprehensive overview of core business functions, with a taste of a traditional MBA. Take each class individually or complete all 6 modules to achieve the miniMBA Certificate.

This non-credit program will consist of fifteen live instructional online classes. This program will allow you to:

- Understand the basics of all business functional areas
- Increase organizational competitiveness with new strategic insights
- Learn to view the "big picture" of an organization
- Build business relationships through networking
- Operate more effectively in a team-oriented environment

Why you should take this program:

- A great way to learn about core business functions, all-in-one program
- Refresh on the most up-to-date best practices in business administration
- Networking and professional connections – learn with like-minded individuals
- Instructors are highly regarded in their industry and have taught at the Odette School of Business as MBA instructors
- Flexible, online course delivery, and just a few hours each Saturday

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[REGISTER](#)

How to Market and Sell Your Products Online

Date and Time: Wednesday, January 25 02:00 p.m. - 3:30 p.m.

Interested in learning how to sell online so you can build or grow a business? Interested in how Shopify can help you? Want to learn how to best market your products? In this session, we'll explore what platforms you can use to sell online, as well as some of the amazing app integrations that will help you market your products like a professional.

Attend this 90-minute webinar, and you will learn the following:

- What Shopify is and how it can help you
- The types of businesses that run on Shopify
- The different channels Shopify enables you to sell through
- What app integrations will help you market and sell your products like a pro

Presenters

Wayne Sankarlal - Digital Service Squad Advisor

Wayne has been building websites and running social media campaigns for more than 10 years, working exclusively with small businesses and non-profits. He is fascinated by the use of platforms like Facebook and Google to meet the challenges of searching for and welcoming new customers. Wayne knows the struggle many feel trying to understand and master social media advertising while juggling the other daily activities necessary to keep their businesses running.

If his Masters degrees in Business Administration and Computer Information Systems have taught him anything, its that technology is valuable only if it solves a real world business problem. And the biggest problem most small businesses have is finding new customers and serving repeat customers.

As a Digital Service Squad member for Windsor/Essex, Wayne is able to help businesses to do exactly that.

Lindsay Renaud - Digital Service Squad Advisor

Born and raised in the Windsor-Essex region, Lindsay Renaud is a Digital Service Squad Advisor for the Digital Main Street program. Her educational background includes an Advertising and Marketing Communications Management advanced diploma from St. Clair College, a Bachelor of Arts in Psychology from the University of Windsor, and a Bachelor of Education from the University of Windsor.

Lindsay has over 12 years experience in digital marketing, with a special focus on search engine marketing and optimization, social media marketing, Google Analytics, and website development. She has previously worked alongside large corporations such as Microsoft, Lowes, PetSmart, Costco, as well as various local small businesses to enhance their digital climate. In addition to marketing, she has taught various courses and workshops for digital marketing at post-secondary institutions, secondary schools and overseas. She also offers private consulting for clients. Lindsay is passionate about working with a diverse clientele to help them achieve big results!

Thursday, January 26, 2023

Project Management Essentials

Date and Time: Thursday, January 26 08:30 a.m. - 12:30 p.m.



This course covers the fundamentals of project management and is intended for those with no formal training in project management.

The course guides learners through an understanding of how to apply the most essential concepts of project management to different types of projects.

Note: Project Management Essentials Level I must be taken before Level II courses.

Just six, half-day online sessions in this fundamental course presents an accessible, hands-on journey through a project from initiation to closing, with a special emphasis on initiation and planning. Course participants work in project teams to practice PM tools while they experience the realistic challenges that are encountered on projects. Although it is possible to customize a case study for a specific industry or organization, this course offers 2 case studies so there is something for everyone.

Real-life stories from a variety of industries are used to illustrate key concepts and best practices and the instructor encourages course participants to share their experiences. This ensures the discussions are realistic and relevant.

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[REGISTER](#)

miniMBA-Enrolment

Date and Time: Thursday, January 26 09:00 a.m. - 12:00 p.m.

6 Courses Required

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[REGISTER](#)

Preparing your Taxes: Minding CRA Red Flags

Date and Time: Thursday, January 26 09:30 a.m. - 11:00 a.m.

Learn how to claim business expenses against business income to save on taxes, and how to do this without raising CRA red flags.

Shaelene McInnis is a published author, professional speaker, business coach, and the CEO and owner of Books In Line, an accounting company located in Oshawa. She and her staff work hard to ensure clients only pay their fair share of taxes and not a penny more. In this workshop Shaelene will explain how to claim business expenses against business income to save on taxes, and how to do this without raising any Canada Revenue Agency red flags. She will also discuss claiming home office and auto expenses, as well as the importance of keeping all documentation. As a person who is passionate about informing Canadian taxpayers of their rights, Shaelene will be sure to leave you well-informed and confident when it comes to your business taxes.

This seminar is held by Shaelene McInnis, Books In Line

Shaelene McInnis is the founder and CEO of Books In Line, an accounting company located in Durham Region. She had spent many years in the corporate world until deciding, with the birth of her two daughters, to enter the entrepreneurial world and start working from home. Books In Line started in the basement of her house and now, just 5 years later, has a number of offices and 12 employees with plans to expand to 15 before the end of the year. "I believe you can only grow your business by being a leader, finding great people to work with, treating employees and clients with respect, and by understanding how much money you have coming in and going out of your company. Knowing about your company's finances is not something to be afraid of...it is empowering."

Understanding Financial Statements for Small Business Owners

Date and Time: Thursday, January 26 10:00 a.m. - 11:00 a.m.

This financial literacy webinar will help to review and understand financial statements for small businesses. You will also be able to ask informed questions of financial professionals following this presentation.

What you will learn:

- How's my business doing?
- Did we make money this year?
- What does my P&L tell me?
- Why do I need a balance sheet?
- Where is my cash coming from? Where is my cash going to?
- Why isn't my cash equal to my profit?

Join us to learn how to understand financial statements for small business.

Speaker Bio:

All speakers are registered Chartered Professional Accountants (CPA) volunteering as part of CPA Canada's Financial Literacy program. All CPA members are professional financial experts who have a solid reputation and position of trust with Canadians. Their top priorities are protecting and acting in the public's interest. They are active in their communities and have a long history of giving back.

CPA Canada is working to address the growing social problem of financial literacy in Canada. Their mission is to deliver unbiased objective financial literacy education and information to improve the overall state of financial literacy in Canada. The information they provide is free, unbiased, functional, and clear, delivered at the grassroots level through their national CPA member network.

For more information about CPA Canada's Financial Literacy program, please visit their website: <https://www.cpacanada.ca/en/public-interest/financial-literacy>

Foodpreneur Advantage - How to Sell Your Food Product...Your Roadmap to Success

Date and Time: Thursday, January 26 10:00 a.m. - 11:00 a.m.

This session is for you if you want to learn how to sell your food product at markets, online, or to retailers.

In this free 60-minute online seminar learn about:

- How to set your pricing for success
- Positioning your product on the market
- Building an audience of raving fans
- The key things you can do to secure the sale

You have worked hard to develop a great product but you're struggling to make sales. What gives?

Successfully selling your product involves more than just having great tasting food. Pricing, marketing, and how you position your product all play a key role in ensuring that people will buy it.

In this session, we will be joined by Nicole Haney, former Founder & CEO of Boho Bars, a national energy bar company. Nicole will guide us through the key factors to consider in successfully selling your product, whether you're selling at markets, online, or to retailers.

You will leave with a better understanding of how to successfully sell your product in the food and beverage industry!

[REGISTER](#)

Basics of Writing a Business Plan

Date and Time: Thursday, January 26 02:00 p.m. - 3:00 p.m.

A good business plan is your road map to success! A business plan is also required when applying for any type of small business financing. Attend this informative session to learn how to develop a business plan that will work for you! This session will cover:

- The required elements of a business plan
- How to break it down in to manageable pieces
- Where to gather relevant information
- How to professionally arrange your ideas and research
- What to do with the plan when it's completed

Mastermind Session: Employee Productivity and Motivation

Date and Time: Thursday, January 26 02:00 p.m. - 3:00 p.m.

What we will discuss at this session:

- How to develop a training program to improve productivity?
- How to keep employees motivated and inspired.
- How to lead and retain good employees.

Improve your business by recruiting, training, and motivating your employees so they can help you grow your business and keep your customers happy.

Presented By

Andrew Patricio is the founder and owner of Bizlaunch, a company that trains, advises and mentors entrepreneurs. As an internationally recognized small business expert, he has trained entrepreneurs in Canada and 21 other countries. Andrew understands entrepreneurs because he is an entrepreneur, having started several businesses of his own and has authored two books on small business.

Friday, January 27, 2023

Project Management Essentials

Date and Time: Friday, January 27 08:30 a.m. - 12:30 p.m.



This course covers the fundamentals of project management and is intended for those with no formal training in project management. The course guides learners through an understanding of how to apply the most essential concepts of project management to different types of projects.

Note: Project Management Essentials Level I must be taken before Level II courses.

Just six, half-day online sessions in this fundamental course presents an accessible, hands-on journey through a project from initiation to

closing, with a special emphasis on initiation and planning. Course participants work in project teams to practice PM tools while they experience the realistic challenges that are encountered on projects. Although it is possible to customize a case study for a specific industry or organization, this course offers 2 case studies so there is something for everyone.

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Project Management Essentials is compliant with the Project Management Body of Knowledge and it introduces tools and terminology without overwhelming participants with jargon. The course focuses on developing practical skills that can be applied immediately to increase the level of success on projects. The instructor leads you through a course that is fun, fast-paced, interactive, and adapted as required based on the needs of each audience.

[REGISTER](#)

miniMBA-Enrolment

Date and Time: Friday, January 27 09:00 a.m. - 12:00 p.m.

6 Courses Required

In six interactive modules, the miniMBA will provide you with a comprehensive overview of core business functions, with a taste of a traditional MBA. Take each class individually or complete all 6 modules to achieve the miniMBA Certificate.

This non-credit program will consist of fifteen live instructional online classes. This program will allow you to:

- Understand the basics of all business functional areas
- Increase organizational competitiveness with new strategic insights
- Learn to view the "big picture" of an organization
- Build business relationships through networking
- Operate more effectively in a team-oriented environment

Why you should take this program:

- A great way to learn about core business functions, all-in-one program
- Refresh on the most up-to-date best practices in business administration
- Networking and professional connections – learn with like-minded individuals
- Instructors are highly regarded in their industry and have taught at the Odette School of Business as MBA instructors
- Flexible, online course delivery, and just a few hours each Saturday

In order to successfully complete the miniMBA, learners will actively participate in online classes and complete a combination of assignments and case studies for each module. Learners will be assigned a grade of "complete or incomplete" upon completion of each class.

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[REGISTER](#)

Saturday, January 28, 2023

miniMBA-Enrolment

Date and Time: Saturday, January 28 09:00 a.m. - 12:00 p.m.

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[REGISTER](#)

Sunday, January 29, 2023

miniMBA-Enrolment

Date and Time: Sunday, January 29 09:00 a.m. - 12:00 p.m.

6 Courses Required

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[REGISTER](#)

Monday, January 30, 2023

miniMBA-Enrolment

Date and Time: Monday, January 30 09:00 a.m. - 12:00 p.m.

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[REGISTER](#)

Funding Your Startup

Date and Time: Monday, January 30 02:00 p.m. - 3:00 p.m.



Essential to growing your young company is the understanding of the key factors impacting it. Please join us for a workshop that will help you explore the opportunity to raise funds from angel investors. We will examine the value of your business and we will discuss programs offered to support your startup company.

This interactive session is presented by [Windsor Essex Capital Angel Network](#), [interVal](#) and [Small Business & Entrepreneurship Centre](#), with funding provided by the Government of Canada under the [Women Entrepreneurship Strategy](#) in Windsor-Essex.

Deborah Livneh Eng. MBA

Deborah Livneh Eng. MBA is the Executive Director of Windsor Essex Capital Angel Network (WECAN). Deborah connects investors to promising innovative early-stage companies and helps entrepreneurs access capital.

Deborah is a mentor for startup entrepreneurs accelerating their innovation to market and advising them on getting ready to pitch to investors. She served as Mentor-in-Residence at VentureWell Aspire Medtech program USA and as Entrepreneur-in-Residence at WEtech Alliance, Windsor. Livneh is a co-founder of the Detroit-Windsor MedHealth Innovation Cluster. Earlier, Deborah Livneh had co-founded a medical technology company. She sold it to a publicly traded company, and had led the Canadian plant of the multinational

Rebecca Cook, Director of Customer Success at interVal

Rebecca has a passion for leveraging technology to provide business owners with better insights into their business so they can plan for their future and track their progress over time. As Director of Customer Success at interVal, her focus is on supporting enterprise customers in the strategy and implementation of the interVal platform, making access to valuation and key business insights as easy as possible.

She has been with London-based interVal since their inception in 2020, and continues to play an active role in the iteration of the platform through customer feedback and learnings. Prior to her work at interVal, Rebecca worked for six years as a Client Services Coordinator at EKSiT Strategies, a niche consulting firm that specialized in succession planning, which later evolved into the fintech company interVal.

Lee McGrath, Program Director, Women's Entrepreneurship Strategy Windsor-Essex

Currently serving as the program director of the Women Entrepreneurship Strategy for Windsor-Essex Lee works in conjunction with the Small Business and Entrepreneurship Centre and with community partners in aiding women to develop and grow businesses in the Windsor-Essex Region

Throughout her career, Lee collaborated with top leaders in the pharmaceutical and cosmetic industries, creating opportunities for growth, often through creative partnerships and win-win contracts.

About WECAN

WECAN - Windsor Essex Capital Angel Network is a members-only angel group. Angel investors fund, connect, and mentor early-stage companies.

WECAN facilitates the introduction of entrepreneurs to potential investors in Windsor-Essex and Chatham-Kent, through business presentations, investment meetings, networking opportunities and more.

WECAN is a member of Equation angels, a large robust angel network of 4 angel groups in Southwestern Ontario.

About interVal

interVal is a technology platform that leverages core accounting data to provide real-time insights into the value of your business and the key factors that impact it.

About Small Business & Entrepreneurship Centre

Small Business & Entrepreneurship Centre has provided thousands of entrepreneurs with the training and support necessary to start and grow successful businesses in Windsor and Essex County for 30 years. They offer guidance and complimentary professional advice from ideation and concept, through start-up and operation, to the early growth and expansion stages of business

About WES (Women's Entrepreneurship Strategy)

WES is a collaborative project funded by FedDev Ontario to support women entrepreneurs in starting and growing their business. The funding from the Women's Entrepreneurship Strategy has provided coordinated support to the women-led business in the region.

FREE

Tuesday, January 31, 2023

miniMBA-Enrolment

Date and Time: Tuesday, January 31 09:00 a.m. - 12:00 p.m.

6 Courses Required

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[REGISTER](#)

Mental Health Support for Entrepreneurs

Date and Time: Tuesday, January 31 09:00 a.m. - 10:00 a.m.

This webinar delivered by the Mental Health Commission of Canada will provide you with information and resources to better understand the mental health challenges faced by small business owners and entrepreneurs. This presentation will help you understand the challenges and benefits of taking care of your mental health from a business perspective, and provide you with some key strategies, tools, and resources so you are equipped to better understand your own mental health, as well as the mental health of your employees and what you can do to be a leader for them.

What you will learn:

- Is it good business to ensure my workplace is conducive to good mental health?
- What are the main barriers to workplace mental health, particularly for people in leadership roles?
- How do I recognize indicators of declining mental health?
- How do I overcome stigma and find help?
- How do I access free resources that are available to me and/or my employees?
- How do I help my employees if they are struggling with their mental health?

Join us to learn about mental health support for small business owners and entrepreneurs.

Speaker Bios:

Liz Horvath is the Manager of Workplace Mental Health at the Mental Health Commission of Canada. Liz is a consultant and international speaker with more than 25 years of experience and passion in health and safety. Specializing in workplace mental health, Liz helps clients to achieve their goals with minimal risk of physical and psychological harm. She became personally familiar with the challenges of working as an entrepreneur when running her own business.

In 2016, Liz was honoured for her part in helping to evolve workplace mental health in Canada as CSA Group Project Manager, where she led the development of the National Standard of Canada for Psychological Health and Safety in the Workplace, the first of its kind in the world. In her current role as Manager, Workplace Mental Health, with the Mental Health Commission of Canada, Liz is dedicated to improving the quality of life of Canadian workers and their families by supporting organizations with building psychologically healthy, safe, and productive workplaces where people can flourish.

Tiana Field-Ridley is the Senior Program Manager of Workplace Mental Health at the Mental Health Commission of Canada. Tiana is an enthusiastic mental health advocate with a passion for turning systems knowledge into real-world change. She is currently working as a program manager at the Mental Health Commission of Canada, where she supports employers in building workplace mental health strategies that align with the National Standard of Canada on Psychological Health and Safety in the Workplace.

Her former experience includes six years serving on the Alberta Mental Health Review Panel where she gained extensive experience with in both mental health and judicial systems. She was also previously self-employed as an independent Mental Health First Aid instructor and conflict management consultant with a focus on community development.

<https://calendar.weBusinesscentre.com>