

## Wednesday, March 5, 2025

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### What Trump Means: Economic Development, Canada and the 47th President of the USA

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

Address: Edelbrock Centre, 30 Centre Street, Orangeville (Dufferin Room)

Join us for the first *Team Dufferin: A Series by Economic Development* session!

**Date:** March 5, 2025

**Time:** 2:00 PM - 4:00 PM

**Location:** Edelbrock Centre, 30 Centre Street, Orangeville (Dufferin Room)

**Format:** Hybrid (In-person & Online)

This seminar will explore critical workforce challenges in Canada and their implications for economic development and investment attraction. Additionally, Brock will discuss the potential economic impacts of a Trump presidency on Canada, including trade policies, tariffs, and broader shifts in the global economy.

This event is **free and open** for all, making it a unique opportunity to enhance your understanding of cross-border economic dynamics.

Don't miss your chance to be part of this engaging dialogue that could shape the future of economic development in Canada!

#### About Brock Dickinson:

Brock Dickinson is the Director of the University of Waterloo's Economic Development Program, where he provides professional training to economic developers across Canada and internationally. He was recently appointed Vice Chair of the Board of Directors at Invest Ontario and has served on the boards of EDAC and EDCO. Brock began his career with the United Nations, leading development projects in over 30 countries before returning to Canada to lead economic development agencies in Nova Scotia and Ontario. He later co-founded MDB Insight, Canada's largest specialist economic development consultancy, supporting over 300 communities with investment attraction and job creation. A widely published writer and sought-after speaker, Brock holds a BA from the University of North Carolina and an MA in International Relations from Brock University, with additional studies at Queen's, Waterloo, and Université Sainte-Anne.

Register [here](#)

## Tuesday, March 11, 2025

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Date and Time: Tuesday, March 11 1:00 pm - 4:00 pm

Address: Mel Lloyd Centre, 167 Centre Street, Entrance E Shelburne, ON L9V 3R8

Every second and fourth Tuesday of each month from 1 to 4 p.m., the Orangeville and Area Small Business Enterprise Centre (SBEC) is open at its satellite location at the Mel Lloyd Centre in Shelburne. Business owners are invited to drop by to get help with their start-up or expansion questions.

Walk-ins are welcome, however appointments are recommended. To book an appointment, please contact Mark Jamieson, Co-ordinator of the Orangeville and Area SBEC at [mjamieson@orangeville.ca](mailto:mjamieson@orangeville.ca), 519-941-0440 Ext. 2270 or via cell phone at 519-942-6334.

## Tuesday, March 18, 2025

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### How to Use SEO Effectively

Date and Time: Tuesday, March 18 7:00 pm - 9:00 pm

Address: 200 Lakeview Court, Upper Level, Orangeville, ON

This workshop will explore the different opportunities for growing your brand online. Led by Frank Myrland, a Creative Digital Marketing Specialist and the owner of Trail Marker Digital, participants will learn about search engine optimization (SEO) best practices and techniques for attracting prospective and existing customers to your website. This session is ideal for business owners looking to build awareness and drive sales.

## Tuesday, March 25, 2025

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### Digital Marketing 2025: Trends to Propel Your Business Forward

Date and Time: Tuesday, March 25 10:00 am - 12:00 pm

Address: New Horizons Seniors Club, 167 Centre St, Shelburne, ON (Entrance E)

#### Digital Marketing 2025: Trends to Propel Your Business Forward

Join us at the **Centre Dufferin New Horizons Seniors Club (\*Entrance E)** in Shelburne, ON for an exciting event focusing on the future of digital marketing. Discover the latest **trends** that will help **propel** your business forward in 2025 and beyond. Network with industry professionals, gain valuable insights, and stay ahead of the curve in the ever-evolving world of digital marketing. Don't miss this opportunity to elevate your business to new heights!

#### Workshop Host

Emily Baillie is a digital marketing and AI trainer, speaker and professor.

She works with organizations across Canada to educate and inspire folks to navigate the ever-changing world of digital marketing and artificial intelligence. With over 15 years of experience in the digital marketing industry,

she has worked with large and small organizations including Canadian Marketing Association, ReMax, Resorts of Ontario, Orillia & Area Community Development Corp., United Way and GlaxosmithKline. Emily advocates for a human-first approach to AI. She teaches at McMaster University.

[Register](#)

## Building Your Talent Pipeline: Is Your Business Co-op Ready?

Date and Time: Tuesday, March 25 12:00 pm - 1:30 pm

Address: 400 Southgate Dr. Guelph ON

Considering hiring a co-op student and unsure where to start? In partnership with the University of Guelph's Experiential Learning (EL) Hub, join the March Toolkit Tuesday workshop designed to help businesses of all sizes and sectors assess their readiness to bring on co-op talent. Whether you're a startup looking to grow your team or an established company seeking fresh perspectives, this session will guide you through the essentials of creating meaningful co-op experiences. We'll discuss the EL Hub's tailored recruitment support, the 65+ co-op programs and student availability, navigating funding opportunities, and more. Don't miss out on this opportunity to access a pipeline of motivated, skilled co-op students ready to make an impact on your business.

During this session participants will:

- Determine if their business is prepared to hire a co-op student.
- Learn about the EL Hub's support and 65+ co-op programs.
- Identify available funding opportunities
- Develop strategies for onboarding and mentoring students.

**Join us in person or online:**

**Date:** Tuesday March 25, 2025

**Time:** 12 - 1:30 p.m.

**Location:** 400 Southgate Dr. Guelph ON / Zoom

## SBEC Shelburne Satellite Office

Date and Time: Tuesday, March 25 1:00 pm - 4:00 pm

Address: Mel Lloyd Centre, 167 Centre Street, Entrance E Shelburne, ON L9V 3R8

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## Wednesday, March 26, 2025

## Snap and Socialize: March Networking Night

Date and Time: Wednesday, March 26 5:30 pm - 7:30 pm

Address: Centre Cafe - 375 Hansen Blvd, Orangeville, ON

**Join us for *Snap and Socialize*, the first event hosted by our new Networking Committee!** This facilitated networking event is designed to help you make meaningful connections while enjoying a great opportunity—**free professional headshots!**

Whether you're looking to expand your network, refresh your profile photo, or simply meet like-minded professionals, this is the perfect chance to do it all.

Don't miss out on an evening of connections, conversations, and camera-ready moments!

### Fees/Admission

Members: \$25.00 + HST

Non-members" \$30.00 + HST

Register [here](#)

<https://calendar.orangeville.ca>