

## Tuesday, June 3, 2025

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### Lunch & Learn: DEI as a Business Strategy for Resilient Hospitality

Date and Time: Tuesday, June 3 12:00 pm - 1:00 pm

Address: Virtual

Pleased to have Jeff St. Denis, MBA (he/him) — founder of [Culture Catalyst Inc.](#) — lead this engaging session on how diversity, equity, and inclusion (DEI) can help your hospitality or tourism business build resilience in uncertain times. Please join CCT for the first in a series of webinars dedicated to exploring DEI as an essential business strategy to succeed in today's economic and social climate.

In this one-hour session, you'll explore foundational DEI concepts and learn how DEI is much more than a checkbox – it's a business lens to unlock value, increase adaptability, and strengthen guest and employee loyalty in challenging times.

Designed for both DEI newcomers and seasoned leaders  
Ideal for small and medium businesses in tourism and hospitality  
Grounded in real-world examples and strategies

Leave with actionable ideas to support your teams, reach new customers, and lead with confidence.

[Register Here](#)

## Tuesday, June 10, 2025

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### SBEC Shelburne Satellite Office

Date and Time: Tuesday, June 10 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.

## Wednesday, June 18, 2025

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### Mastering Your Message: Advertising 101 - DBOT Connects

Date and Time: Wednesday, June 18 11:30 am - 1:00 pm

Address: Centre Cafe (Lower Level) - 375 Hansen Blvd., Orangeville

#### Join DBOT Connects Lunch & Learn: Advertising with Confidence

Looking to boost your business visibility but not sure where to start? In this engaging and informative session, you'll discover quick, practical tips to help you advertise with confidence and clarity.

Special guest **Sarah Sawchyn from FM 101 Orangeville** will share expert insights on how to craft compelling messages and choose the right advertising strategies to make your brand stand out. Whether you're new to advertising or looking to sharpen your approach, this session will leave you feeling empowered and inspired.

**Don't miss this opportunity to connect, learn, and take your advertising to the next level!**

#### Fees/Admission

Member Ticket: \$25 + HST

Nonmember Ticket: \$30 + HST

***Tickets include lunch!***

[Register Here](#)

## Thursday, June 19, 2025

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### How to Boost the Value of your Business

Date and Time: Thursday, June 19 9:00 am - 10:30 am

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

Business owners make decisions every day that shape their company's future. With so many competing demands, it's vital to understand which choices have the greatest impact on a company's financial worth. Led by Rodney Hough of the Entrepreneurs Club, this workshop will highlight the eight main drivers of a company's value and offer tips on how to significantly boost it. Whether you're preparing to sell your business or simply want to enhance its worth, this workshop will help you maximize your investment.

## Tuesday, June 24, 2025

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### SBEC Shelburne Satellite Office

Date and Time: Tuesday, June 24 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.

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<https://calendar.orangeville.ca>