

June Seminars

- Kitchener
- Waterloo
- Cambridge
- Starter Company Program
- Small Business Community Network (SBCN)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
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4	5 Startup Business Basics – Elmira Library 18:00-19:30	6 Financing for Small Business – Cambridge – 9:00-10:30 Access to Professionals Accounting- Kitchener 13:00-14:30 (by referral only)	7 CRA tax obligations for Small Business - Waterloo 10.00-12.00	8
11	12 Access to Professionals Etsy Sales & Marketing- Kitchener 9:30-11:30 (by referral only)	13 Startup Business Basics – Cambridge – 10:00-11:30 Startup Business Basics -Kitchener 14:00-15:30 Discover Digital Main Street – Kitchener City Hall Rotunda 17:30-21:30	14 Startup Business Basics – Waterloo 10.00-11.30 Digital Sales Boot Camp Day 1 – Kitchener – 18:30-21:00	15 Digital Sales Boot Camp Day 2 – Kitchener – 9:30-15:30
18	19	20 Access to Professionals Accounting Waterloo 9:30-11:30 am (by referral only) Startup Business Basics- Kitchener 16:30-18:00 SBCN 19:00-21:00 Access to Professionals – Digital Marketing Kitchener (by referral only) 16:30-18:00	21 Ontario Employment Laws Bill 148 and Ceridian Payroll Tool - Kitchener Bill 148: 16:00-17:30 Ceridian: 17:30-18:30 Business Plan Coaching – Waterloo 10.00-12.00	22 Video Fast Track™: Promote Your Business For Free In Under 2 Minutes Even If You're Not Techy And Have Never Made A Video Before– Kitchener - 10:00-11:30 Free Marketing Tools for Small Business Owners – Kitchener 14:00-15:30
25	26 Legal Fundamentals – Cambridge – 9:00-10:30 RISE: Microloan Program- Kitchener – 13:00-15:00	27 Startup Business Basics- Kitchener 10:00-11:30 Access to Professionals Accounting Kitchener 9:30-11:30 (by referral only)	28	29

Register online waterlooregionsmallbusiness.ca/events or by phone 519-741-2604

Startup Business Basics

Facilitated by: WRSBC Staff

Starting a new business venture? Learn the necessary steps to start your business! Including:

- how to assess your entrepreneurial readiness
- the various forms of business ownership
- government regulations
- the importance of a business plan
- forecasting cash flow
- identifying your target market
- when and why to register for HST

Access to Professionals

Facilitated by: WRSBC Staff

Through this unique program, entrepreneurs receive business solutions and advisory services relating to their business during a 40 minute one-on-one consultation. One-on-one consultations are by referral only and include:

- Legal - Giffen LLP Lawyers
- Accounting – AcCloud, MAC, Beverly Brown
- Etsy Online Sales/Marketing - Jessica Murphy, Rawkette
- Operations/Growth Consultant - Ada Y. Barlatt, OperationsAlly
- Social Media Marketing- Mallory Manchur, Mal&Co
- Digital Marketing – HoneyPot

Please contact our office to book an appointment; fee is refundable upon arrival for legal and accounting consultations only. To cancel, please contact us before noon on the Friday before the scheduled appointment. Cash payment is \$20+HST; online payment is \$22+HST.

SBCN Networking Group

Facilitated by: SBCN

Welcome to the Small Business Community Network (SBCN) Relationship building • Networking with a purpose • Social media

We are your catalysts for continual growth and your connection to the business community across Canada. Enjoy business-to-business networking, mentoring, monthly seminars, special events and conferences, small business articles, videos, and broadcasts.

Digital Sales Boot Camp

Facilitated by: Digital Trades School

This boot camp has been designed to give you practical takeaways that will drive online clicks into direct sales and keep new customers for life. From mapping out your customer's journey, to utilizing the best digital tools, you are going to take your digital marketing strategies to the next level.

Business Plan Coaching

Facilitated by: WRSBC

A well-crafted business plan will inspire crucial research, clarify the business model, determine sales goals and expense caps, and ultimately answer the question about whether the business idea is viable. Learn more about writing your business plan in this informative two hour seminar.

Employment Standards in Ontario

Facilitated by: Ministry of Labour

Learn more about the changes to Ontario's employment and labour laws and its impact on your business. Join us for a free session from the Ministry of Labour that will focus on the recent changes in Ontario. Some topics discussed will include: minimum wage, hours of work, overtime pay, public holidays, termination, vacation and leaves of absences with emphasis on the changes made as a result of Bill 148.

Meeting Legislative Changes

Facilitated by: Ceridian

This seminar will immediately follow Ontario's Ministry of Labour presentation.

With Ceridian HR Advisory Services, the HR professionals and employment/labour lawyers become an "on-call" extension of your HR team whenever you need legal advice, employment documents, negotiation guidance and much more.

CRA tax obligations for Small Business

Facilitated by: WRSBC & CRA

This seminar will be presented by The Canada Revenue Agency Liaison Officer for owners of small unincorporated businesses to help them understand their tax obligations.

- Common tax errors related to income reporting and HST
- Using financial benchmarks for relevant industries
- Information on the CRA's services
- General bookkeeping concepts and best practices