

Saturday, February 1, 2025

CaleDine

Date and Time: Saturday, February 1 12:00 am - 11:55 pm

Address: Caledon

Join us for the inaugural **CaleDine**, a celebration of Caledon's vibrant culinary scene! From **January 31 to February 13**, indulge in specially curated **prix-fixe menus** for lunch and dinner at participating restaurants across the region. This exciting event invites food lovers to explore local flavours, showcasing the best of Caledon's chefs and eateries. Whether you're craving farm-to-table dishes, international cuisine, or a cozy café experience, CaleDine offers something for everyone.

Discover new favourites, support local businesses, and savor the taste of Caledon. Don't miss this delicious opportunity to celebrate the region's thriving food culture!

[View Participating Restaurants Here](#)

Sunday, February 2, 2025

CaleDine

Date and Time: Sunday, February 2 12:00 am - 11:55 pm

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Monday, February 3, 2025

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Tuesday, February 4, 2025

CaleDine

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DMS: Importance of Paid Advertising in a Digital Space

Date and Time: Tuesday, February 4 10:00 am - 11:30 am

Address: Virtual

In this webinar, the Digital Service Squad will share key insights into Google Ads, Facebook Ads, and Instagram Ads.

You will learn about:

- Google Ads
- Facebook ads
- Facebook pixel
- Instagram ads
- Targeting audiences
- Which ads to run for your business
- Key terminology in ad platforms

Learn why you should consider paid advertising for your business and how you can easily get started.

[Register Here](#)

After registering, you will receive a confirmation email containing information about joining the meeting.

Wednesday, February 5, 2025

CaleDine

Date and Time: Wednesday, February 5 12:00 am - 11:55 pm

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Caledon Chamber of Commerce Business Information Session

Date and Time: Wednesday, February 5 5:30 pm - 7:30 pm

Address: Caledon East Community Centre: 6215 Old Church Road, Caledon East, Ontario L7C 1J7

The Caledon Chamber of Commerce is excited to invite local businesses to an **Information Session on Wednesday, February 5, from 5:30 p.m. to 7:00 p.m.** at the **Caledon East Community Centre**. This session will provide an opportunity to re-introduce the Chamber to the Caledon East business community.

Whether you're looking to expand your professional network, access financial savings, or promote your business, we have resources and opportunities for every company.

Join us as we discuss networking opportunities, member benefits, advocacy, and support for business growth. A few key points will be highlighted, as outlined below:

- **Networking made easy:**

- Enjoy 28 complimentary events each year to connect with local businesses and build partnerships.
- Gain access to exclusive events and discounted entry to regional gatherings hosted by the Town of Caledon and Brampton Board of Trade.

- **Get noticed:**

- Be featured in the *Caledon Chamber Directory*—a go-to resource for reputable businesses.
- Participate in campaigns like our recent *Holiday Gift Guide* or *CaleDine*, designed to showcase your business to a wider audience.
- Provide your ad copy to our Chamber office assistant to be added to our Social Media Platforms and/or E-newsletter.

- **Save on what matters most:**

- Access member-only discounts, including a competitive health benefits plan and fuel savings.
- Enjoy exclusive deals with local vendors within our Chamber network.

- **Support for growth:**

- Tap into fresh talent with our co-op student program in partnership with local schools and colleges.
- Advocacy on key issues affecting local businesses.

Don't miss our flagship events:

One highlight of membership is the *Annual Business Summit*, where industry leaders and local officials come together to share insights, making it the perfect place to grow your business connections. 2025's Business Summit will include Caledon Chamber Business Awards in several categories.

Please **rsvp to info@caledonchamberofcommerce.ca** and we look forward to seeing you there!

Thursday, February 6, 2025

CaleDine

Date and Time: Thursday, February 6 12:00 am - 11:55 pm

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Friday, February 7, 2025

CaleDine

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Saturday, February 8, 2025

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Sunday, February 9, 2025

CaleDine

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Monday, February 10, 2025

CaleDine

Date and Time: Monday, February 10 12:00 am - 11:55 pm

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Tuesday, February 11, 2025

CaleDine

Date and Time: Tuesday, February 11 12:00 am - 11:55 pm

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Date and Time: Tuesday, February 11 10:00 am - 11:00 am

Address: Virtual

In this webinar, the Digital Service Squad will explain search engine optimization and the best tactics you as a business can use towards increasing your ranking in the search engine result pages.

What you will learn:

- What is SEO?
- Importance of keywords
- Copywriting for SEO
- On-page tactics
- Off-page tactics
- Technical SEO
- Auditing your website for search engines

Learn why you should consider e-commerce for your business and how you can easily get started.

[Register Here](#)

Wednesday, February 12, 2025

CaleDine

Date and Time: Wednesday, February 12 12:00 am - 11:55 pm

Address: Caledon

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Summer Company Info Session 2025

Date and Time: Wednesday, February 12 5:00 pm - 6:00 pm

Address: Virtual

Learn how the **Summer Company Program** can help **Ontario students 15-29 yrs** receive **free training, business skills development, mentorship and guidance**, and an opportunity for a **grant of up to \$3,000** to start and operate their own business this summer.

This information session will provide you with information about the Summer Company program in Brampton including:

- Program eligibility requirements
- Program participation requirements and expectations
- Program training and mentorship
- Program grant opportunity
- and how to complete and submit a program application.

The Summer Company Program will be delivered virtually by the Brampton Entrepreneur Centre (BEC) for the Brampton & Caledon area.

Please note: Brampton's Summer Company program will prioritize new businesses only in Brampton and Caledon that are sales-ready and must demonstrate that the business can operate and follow all government guidelines.

Approval of applications to participate in the Summer Company program is a competitive process. Students accepted in the 2025 Summer Company Program can receive up to \$1,500 at the start of the summer to assist with start-up and operating costs while also receiving hands-on business training and mentorship from business professionals and entrepreneurs throughout the summer! Upon successful completion of the program, students can receive an additional \$1,500 at the end of their summer experience. It is expected that students will be able to self-fund their start-up until the initial disbursement of \$1,500 is released.

Attendance at this information session does not guarantee eligibility to apply to the program or approval to participate in the program. There are limited spots available for participation in the program. The process by which this program is delivered in Brampton is subject to change.

This online information session is presented by:

The Brampton Entrepreneur Centre (BEC)

For information, visit:

Brampton.ca/bec

Individuals with disabilities are encouraged to attend City of Brampton events. If you require a reasonable accommodation in order to participate in this event, please contact bec@brampton.ca at least 2 weeks prior to the event.

[Register Here](#)

Thursday, February 13, 2025

CaleDine

Date and Time: Thursday, February 13 12:00 am - 11:55 pm

Address: Caledon

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Tuesday, February 18, 2025

DMS: Email Marketing for Small Businesses: Developing A Successful Strategy

Date and Time: Tuesday, February 18 10:00 am - 11:30 am

Address: Virtual

In the busy space of the digital world, connecting with your business through the noise is significant to having online success. Despite being around for so many years, email marketing is still a powerful tool to engage with your audience.

In this webinar, the Toronto Digital Service Squad will teach you the basics to email marketing, to help you create high quality and targeted emails to send to your subscribers. You'll finish this session feeling confident in your email marketing strategy in the digital world.

What you will learn:

- How to create segmented audiences
- How to write compelling subject lines
- How to create a strong email body
- How to utilize automations
- Various platforms that can assist in email marketing

Wednesday, February 19, 2025

Business Succession Planning: Understanding the Value of Your Business

Date and Time: Wednesday, February 19 11:00 am - 12:00 pm

Address: Virtual

Every business owner will eventually reach a stage where you'll want or need to exit your business or retire. Are you prepared for that moment? Effective planning and early preparation are essential for a smooth and successful transition.

Join Kalin McDonald, Managing Partner at S+C Partners in this 1-hour Lunch and Learn webinar, as he shares the most common exit strategies and key factors private business owners should consider when planning for their eventual business exit.

You will learn:

- The most frequently used exit strategies for private business owners
- Determining your business's value before a sale or transfer
- Key tax considerations when selling a privately held business in Canada (Asset sale vs Share sale vs Hybrid sale)
- Succession planning for family businesses – estate taxes and other crucial factors

Speaker: Kalin McDonald, CPA, CA Managing Partner, S+C Partners LLP

Kalin McDonald is a Chartered Professional Accountant and tax expert with more than 30 years' experience serving the tax, audit, accounting and strategic needs of successful private businesses and their high net worth owners across the Greater Toronto Area. As Managing Partner of S+C Partners, Kalin is proud to lead a team of hard-working and dedicated professionals in providing exceptional service and in-house expertise that extends well beyond that of a traditional CPA firm. Kalin's own areas of specialization include owner-manager taxation, tax planning and minimization, strategic planning and business succession planning.

Kalin is a two-time graduate of the University of Waterloo where he received his Master of Accounting and Bachelor of Arts degrees. Kalin obtained his Chartered Accountant designation with BDO in 1996. He has also completed CPA Canada's In-Depth Tax Course.

S+C Partners is a full-service CPA firm that specializes in working with private corporations, entrepreneurs and high-net-worth individuals to help them achieve their personal and corporate goals. Based in Mississauga's historic Village of Streetsville, S+C Partners has been providing accounting and tax services across the GTA since 1987.

[Register Here](#)

<https://calendar.caledonbusiness.ca>