



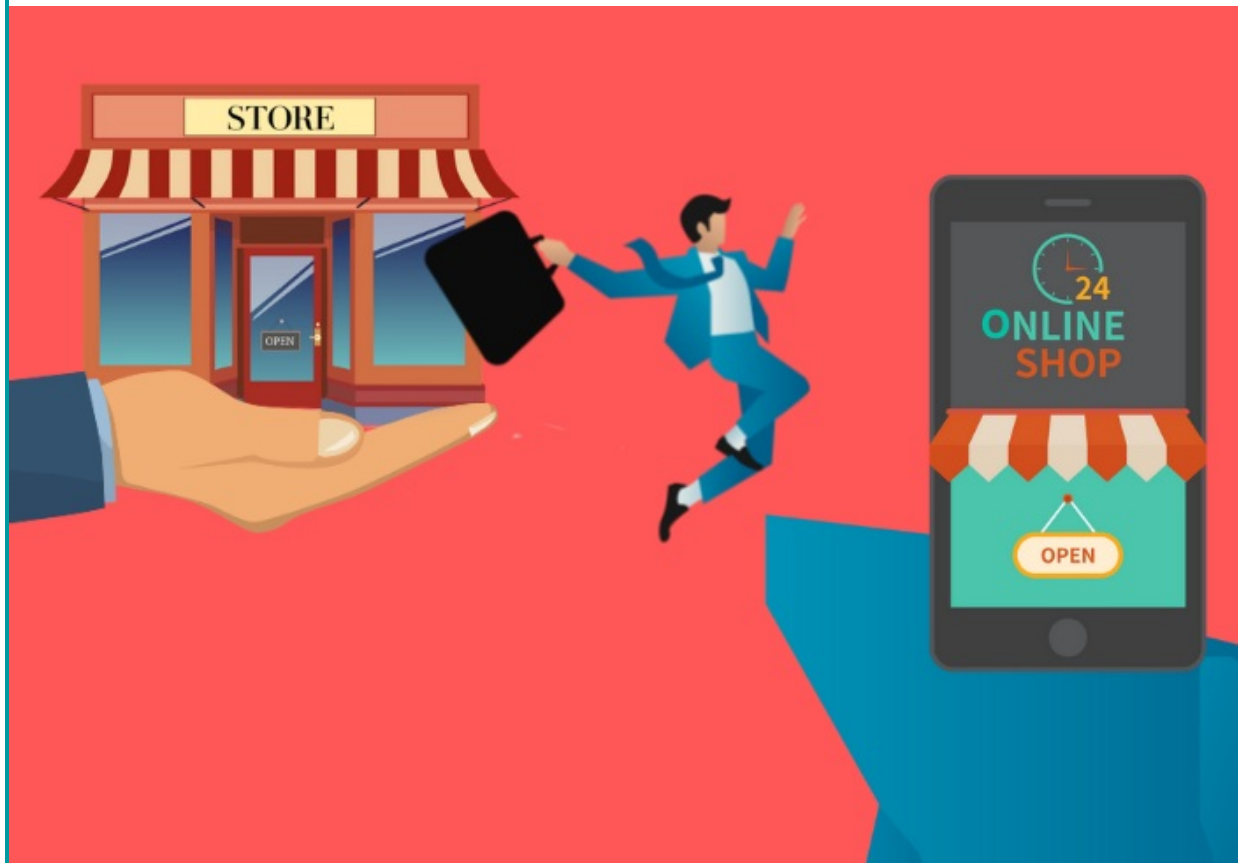
*A People Place, A Change of Pace*  
**SHELBURNE**  
ONTARIO, CANADA

## EDC FYI

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### Business News Update

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### E-Commerce Mall: FREE Shelburne/Dufferin e-Mall for Local Businesses

#### Sign up Today!

Shelburne EDC received funding from Innovation Guelph's Community Collaboration Project through funding supported by the Digital Main Street.

Shelburne Dufferin Market Place is open to all businesses within Dufferin County. The e-Mall is a business directory where you can list your products or sales and Shelburne Dufferin Market Place will:

1. Link to your existing ecommerce store to complete the purchase or
2. Purchase alerts will be forwarded to the buyers email, where the transaction can be completed

### Site Goals

- One-stop-directory of local businesses
- Showcase the wide product variety of Dufferin County
- Promote Shop Local
- Build business resiliency
- Increase customer base

Sign Up



### Government:

#### Mandatory Ontario Vaccination Passport – What It Means

The Government of Ontario announced

- Restaurants and bars (excluding outdoor patios, delivery and takeout)
- Nightclubs (including outdoor areas of the establishment)
- Meeting and event spaces (such as banquet halls and conference/convention centres)
- Facilities used for sports and fitness activities and personal fitness

training (with the exception of youth recreational sport, such as sports leagues, dance or swimming classes, although the exemption does not apply to youth spectators at such sporting events)

- Sporting events
- Casinos, bingo halls, and gaming establishments
- Concerts, music festivals, theatres and cinemas
- Racing venues (e.g. horse racing)
- Indoor areas of waterparks
- Indoor areas where commercial film and television production takes place, where there is a studio audience

[More Info](#)

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## Companies are implementing vaccine mandates. Can employees reject them?

Mark Gollom · CBC News · Posted: Aug 23, 2021 4:00 AM ET | Last Updated: August 23

[Visit Article](#)

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## Local Business Supports

# Jump the fence

The power of **counterintuitive thinking**

A Virtual Presentation led by

**Terry O'Reilly**

Thursday, October 14  
12 – 1 p.m.

**Register by October 12**



## Jump the Fence: The Power of Counterintuitive Thinking

A virtual presentation lead by Terry O'Reilly, marketing guru and host of CBC radio program Under The Influence.

This talk is about creative problem solving. Most marketers think within the confines of their category. But that is an artificial boundary. When out-of-the-box thinking is applied to strategies, marketing problems can be solved, obstacles can be blasted out of the way, and revenues can dramatically improve. All you have to do is "jump the fence."

Register



## FREE Mental Health Support for Business Owners & Ag Professionals in Dufferin

inDufferin is launching Stress, Survival & Showing Up, a new, **FREE mental health series** of events, workshops and resources designed to support business owners, agriculture professionals, and their teams.

The seven-part series runs from September to November 2021, to provide trauma-informed, anti-oppressive supports and tangible tools to:

- Address and maintain one's own mental health and wellness,
- Approach sensitive issues with employees at work,
- Lead teams of people with compassion and emotional intelligence,
- Understand employers' legal obligations to accommodate mental health needs in the workplace, and
- Create a psychologically safe workspace

## Event

**MAPLESEC**  
CANADA'S MOST HANDS-ON  
CYBERSECURITY CONFERENCE  
OCTOBER 5-7, 2021  
12:00 PM - 1:40 PM (ET)



### PROGRAM OVERVIEW



**DAY 1**  
OCT 5, 2021

Standing On Guard



**DAY 2**  
OCT 6, 2021

Building Resilience



**DAY 3**  
OCT 7, 2021

Privacy and Governance

## MapleSEC cybersecurity conference Oct. 5 - Oct. 7, 2021 | 12:00 PM - 1:40 PM (EDT)

100-minute sessions, each focused on a different aspect of cybersecurity

### **Day 1 - Tuesday, October 5th - Standing On Guard**

Learn about the new threats on the horizon from third-party attacks to deep fakes

### **Day 2 - Wednesday, October 6th - Building Resilience**

How to train your staff and bolster your systems to protect your organization from attack

### **Day 3 - Thursday, October 7th - Privacy and Governance**

We'll help you understand the policy parts of cybersecurity that too few people discuss

[Register](#)

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See what's happening on our social sites:



