

FOR IMMEDIATE RELEASE

Bridges to Better Business online event will help entrepreneurs navigate the “new normal” of building businesses during COVID-19 pandemic

Business Centre Guelph-Wellington annual event celebrates small business month

October 20, 2020 (Guelph, ON) – Business Centre Guelph-Wellington is gearing up for the return of its annual *Bridges to Better Business* small business week celebration on October 28, with training, content and speakers focused on helping entrepreneurs and business owners navigate the “new normal” related to the COVID-19 pandemic.

“Small businesses are the heart and soul of our communities, and we’ve seen that this year more than ever as they’ve struggled to survive,” said Kristel Manes, Executive Director of the Business Centre Guelph-Wellington. “We’ve all been awestruck by the creativity and innovation local businesses have shown, so this event is about acknowledging the resiliency required to operate a business, whether we’re working through a pandemic or juggling all the challenges that come with business ownership.”

Bridges to Better Business is a full-day online event, segmented into one-hour sessions that participants can join depending on the relevancy for their business. The event will be held virtually on the Zoom platform and is open to business owners and entrepreneurs across Guelph and Wellington County. The program will include keynote sessions from local experts, as well as roundtable panel discussion and breakout sessions for more intimate conversations among entrepreneurs and business owners.

The morning will kick off with a keynote from Kayla Kozan, Founder & CEO of Peak Wellness, who will speak about mindfulness and resilience in business.

Additional topics include:

- 10 - 11 a.m. – COVID Challenges in Business (streams for home-based and brick and mortar businesses), presented by the Business Centre Guelph-Wellington with panelists
- 11 a.m. - 12 p.m. – Business Financials with Nicole Boucek and Kyle Turriff of RLB, and Kevin Bewick of Optim Financial Solutions
- 12 p.m. - 1 p.m. - Lunch Break with Virtual Networking. Regional representatives from FedDev Ontario will be available to provide information and answer questions about COVID-19 related business grants and funding opportunities
- 1 - 2 p.m. - Strong Foundations (streams on Human Resources with Christie Ferguson from 1 Stop HR; and Small Business Insurance with Geoffrey Cazzola from Jeffery and Spence)
- 2 - 3 p.m. - Digital Amplification with 2H Media
- 3 - 4 p.m. - Virtual Networking and Closing Thoughts

To register and for complete session details, visit <http://www.guelphbusiness.com>.

The event is being offered at no-cost, and is made possible through the support of the Ministry of Economic Development, Job Creation & Trade, and FedDev Ontario.

About Business Centre Guelph-Wellington

With offices in Guelph and Centre Wellington with small business advisors available throughout Wellington County, the Business Centre of Guelph-Wellington is one of the largest and most prolific business hubs in Ontario. For nearly 20 years, we have added to the wealth and the diversity of our business community, helping to launch more than 5,000 new businesses. We are a leader in comprehensive business plan writing, providing business information and support services to all aspiring business owners – from strategic planning and market research to business launch and growth plans. Our business workshops provide the fundamental information and training needed to successfully launch and grow small businesses. Our experienced advisors provide business support, consultations and mentoring for entrepreneurs and small business owners throughout Wellington County.

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