

**INVEST  
COBourg**

**MANAGER  
BLOG**



## Delivering on Forward Thinking Workforce Development Programming and Reflecting on Progress Made Over the Past Year

It's hard to believe that the first quarter of 2024 has just closed. Three moments that were the most memorable and impactful were the StrikeUp Women's Digital Conference Viewing Party and End of Day Panel Discussion, radio interview with Robert Washburn and our inaugural Skilled Trades Day event.

In late February, the StrikeUp Women's Digital Conference viewing party drew people from Toronto to Kingston. Topics addressed building and selling a business, growing a business your way, navigating financing and other topics. Our end-of-day panel discussion was moderated by Lydia Marciano, RBC's Senior Commercial Relationship Manager, and featured three local women in business: Dalyce Carrington, Athena Maury Thai; Sarah Coupland, Tag Property Management; and Sarah Jacob; SMM Law.

These three women reflected on their experiences building and growing their businesses over their careers. There was a rich discussion among them about gender equality challenges they have faced as they navigated their careers and led businesses true to their core values. The women in business and gender equality discussion needs to continue in future economic development and Venture13 programming. I was given an opportunity to be interviewed by journalist Robert Washburn. Our [2023 Economic Development and Venture13 Annual Report](#) caught his attention. He and I chatted about the progress made over 2023, the daily work-life of doing economic development in Cobourg and end-of-year successes. Check out [Consider This](#) for the full interview.

Finally, Cobourg's Economic Development team collaborated with Contact North and a group of other workforce development organizations to deliver a skilled trades day. The program collaboration showcased workforce development organization service offerings and included a panel discussion among skilled trades professionals. There was a clear interest in skilled trades professions here in Cobourg and based on attendance one of the most popular programs offered in our first quarter.

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