

Concurrent Session Speaker

Janette MacDonald



With 17 years of experience in business improvement, promotion and marketing, I am a passionate changemaker with a vision of how communities can come together, and am proud to have a network of colleagues and friends that spans across North America.

My experience in BIA leadership allowed me to work closely with entrepreneurs and community leaders who showcased every day that small businesses are the backbone of our economy, and that social justice and economic resilience go hand in hand.

Fight Unemployment was founded through these experiences and the knowledge that main streets and communities can renew and rebuild. The closure of many small businesses over the years, the surge in online shopping, and the shift away from the personal relationships that small independent businesses provide, have all inspired Fight Unemployment and our urgency to help.

Our goals at Fight Unemployment are to shift the mindset of individuals to spend their dollars in their own community and to build the largest repository of small businesses in Canada. When small independent businesses thrive, people get back to work, new jobs are created, and local economies are strengthened.

Prior to founding Fight Unemployment, I worked in partnership with individual owners, business improvement areas, municipalities and community builders to strengthen small businesses. One of my proudest accomplishments was playing a significant role in advocating for the transformation of London's Dundas St. to Dundas Place., including the creation of Fanshawe's second campus on Dundas Place, which won an International Pinnacle award for leadership. I have also been a member of the OBIAA (Ontario Business Improvement Area Association) for 14 years, and IDA (International Downtown Association) for 8 years.