WCCRC Business Assistance

Celebrating 45 Years of Serving Our Communities

WCCRC

Western Catskills Community Revitalization Council, Inc.

WCCRC ENTREPRENEURSHIP BOOTCAMP

MAKE IT IN THE CATSKILLS

THIS PROGRAM IS PARTLY FUNDED BY NYS HOMES AND COMMUNITY RENEWAL AND THE ROBINSON BROADHURST FOUNDATION

TUESDAY
October 13, 2026

TIME
08:30 AM - 06:00 PM

LOCATION
MTC CONFERENCE CENTER
61 ACADEMY STREET, MARGARETVILLE, NY 12455

BUSINESS WORKSHOPS / PANEL DISCUSSIONS / BUSINESS PLANS REVIEW

KEYNOTE SPEAKER :

JOSIAH BROWN

FAMOUS DESTINATION MARKETING

CONTACT

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MORNING

CHECK-IN AND COFFEE

8:30 - 9:00 am

HOW TO FORM A BUSINESS, NICHOLAS J. FRANDSEN, ESQ.

9:00 - 10:00 am

Course Description & Bio

In this workshop, business attorney Nicholas Frandsen will discuss how to form a business, LLCs, operating agreements and partnership considerations, and will present a brief introduction to contracts, followed by a Q&A. Born and raised in Bovina, Nicholas returned to practice law in Delaware County after working at a law firm in New York City.

INSURANCE AND RISK MANAGEMENT, CHRISTOPHER SLONAKER, NBT INSURANCE

10:15 - 11:15 am

Course Description & Bio

In this workshop, Christopher Slonaker will discuss principles of risk management, different kinds of coverage and insurance policies, and potential pitfalls. Christopher is an Insurance Counselor, Certified Risk Manager, and Agribusiness/Farm Insurance Specialist holding both Property & Casualty as well as Life & Health licenses.

WORKING GROUPS AND CASE STUDIES MODERATED BY DAVID MADIE, GROWTHWHEEL INTERNATIONAL

11:30 am - 12:30 pm

Course Description & Bio

Creator of the GrowthWheel®, David Madie is a serial entrepreneur with a passion for developing tools that help entrepreneurs make decisions and take action. His specialties include entrepreneurship, start-ups, growth companies, joint venture formation, and the concept of business angel. David is also co-founder of Bovina Center Montessori School along with his wife Sophie.

Disclaimer: This program is presented for educational and informational purposes only.
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EARLY AFTERNOON

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LUNCH

12:30 - 1:00 pm

KEYNOTE ADDRESS DELIVERED BY JOSIAH BROWN, FAMOUS DESTINATION MARKETING

1:00 - 2:00 pm

Josiah Brown is the former Chair of the New York State Tourism Industry Association, and current President/CEO of Famous Destination Marketing and also the founder of the “New York’s Best Experiences” brand, travel guide and mobile visitors center. As a rural destination and branding expert, Josiah is a frequent speaker in tourism and destination marketing at conferences all over the country.

MARKETING AND BRANDING WITH EVA GREEN

2:15 - 3:15 pm

Course Description & Bio

In this workshop you will learn how to create and maintain a strong brand identity for your business. It includes practical exercises and case studies covering brand personality, brand positioning, brand messaging, and visual identity design. Eva Green is the co-founder of Third Person, a verbal brand identity studio based in New York. Over the last decade, she’s worked on a broad range of projects including brand voice, strategy, positioning, voice, messaging, and naming for clients like Google, Apple, WeWork, Waze, National Geographic, Sotheby's, MoMA, and Reddit. Prior to founding Third Person, Eva worked as Global Brand Manager at Etsy and for design studios Gretel and Pentagram. Eva received a BA in Comparative Literature from Oberlin College.

HOW TO WRITE A BUSINESS PLAN WITH SAM KANDEL, SMALL BUSINESS DEVELOPMENT CENTER

3:30 - 4:30 pm

Award-winning small business advisor Sam Kandel will be talking about the importance of having a well-written business plan, how to work with the Small Business Development Center, and how to assess the viability of a business idea.

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LATE AFTERNOON

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THE FUNDING PANEL

MODERATED BY SIMONA DAVID, WCCRC BUSINESS AND COMMUNITY DEVELOPMENT MANAGER

4:30 - 5:30 pm

Panelists:

Antonia Besculides, WCCRC Executive Director
Margaret Ellsworth, MARK Project Executive Director
Barbara Puglisi, Catskill Watershed Corp. Economic Development Director
Lindsay Whitbeck, Delaware County Economic Development
Jessica DuPont, Greene County Economic Development
John Crescimanno, Schoharie County Economic Development
Julie Pacatte, Schoharie Economic Enterprise Corp. Executive Director
Joseph Moran, Wayne Bank
Anique Morrison and Sean Land, NBT Bank

EVALUATIONS AND BUSINESS CARDS EXCHANGE

5:30 - 6:00 pm

An opportunity for participants to network with other businesses, exchange business cards and promotional materials, and engage in one-on-one conversations with the presenters.

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WCCRC ENTREPRENEURSHIP BOOTCAMP

October 14, 2026

Follow-Up

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FOR BUSINESSES INTERESTED IN APPLYING FOR DELAWARE COUNTY MICROENTERPRISE GRANT

Focusing on start-ups

WCCRC COMMUNITY ROOM, 125 MAIN STREET, STAMFORD, NY 12167

BOOKKEEPING AND ACCOUNTING WITH MARY MELIA

9:00 - 10:30 am

HR FOR SMALL BUSINESS WITH ROBERT CROUNSE AND MARGARET BURKETT, NYS DEPARTMENT OF LABOR

10:30 am - 12:00 pm

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