

# DebraBresnan.com

*All the write stuff*

- Bios • Case Studies • Copywriting • Direct Mail • Features •
- Marketing & Promotional Materials • Newsletters • Web Content •

## **Invoice**

### **UCEDA, Inc.**

*Writing, editing, research, consultation*

*Social Media – Research, schedule, publish 57 posts*

*4 meetings with Suzanne, Kayleen & Samm*

*Planning, interviews, research, writing for monthly newsletter*

*Published April newsletter*

*UFB & UFF website review & revision – ongoing*

*Full page ads – review/revise content*

*"Relocating to HV Meetup" content*

*Brownstoner meeting & planning*

*Direct leads – text for followup email + 2 EventBrite mtgs*

*(45 hrs. @ \$75/hr. = \$3,375.00)*

### **Payment Due Upon Receipt:**

**\$3,375.00**

For work completed

March 26 – April 26, 2019

Invoice #0629

Submitted 04.29.19

**Please make check payable to:**

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**Phone: 845.750.4708 • Email: [debrabresnan@gmail.com](mailto:debrabresnan@gmail.com)**

15 posts. Additional hashtags will be inserted prior to posting.

**INDUSTRY SECTOR: CRAFT FOOD & BEV/SMALL BUSINESS**

**Posted Friday, March 29 at 1:40 p.m.**

<http://www.nyssbdc.org/training/training.aspx?TID=66120>

Sign up now for this April 2 training. It covers regulatory issues, start-up considerations, menu planning, financial projections, marketing, and financing. If you need help with your food business, call us at (845) 340-3556.

#UlsterForBusiness #SUNYUlster #SCOREMentors #nysbdc #tasteny

**NATIONAL MEDIA: BOICEVILLE, ONTEORA MIDDLE SCHOOL**

**Posted Sunday, March 31 at 1 p.m.**

[https://www.dailyfreeman.com/news/local-news/young-chef-from-boiceville-in-spotlight-on-fox-tv-s/article\\_bb84d90a-525d-11e9-8049-dff783827b53.html](https://www.dailyfreeman.com/news/local-news/young-chef-from-boiceville-in-spotlight-on-fox-tv-s/article_bb84d90a-525d-11e9-8049-dff783827b53.html)

Tune in on Tuesday night at 8 p.m. to cheer Che Spiotta on! The 13-year old seventh-grader at Onteora Middle School is competing for a chance to win the \$100K grand prize. #UlsterForBusiness #dailyfreeman #MasterChefJrFOX #OnteoraCSD

**NATIONAL MEDIA: KINGSTON UPTOWN PHOTO**

**Posted Monday, April 1 at 1:25 p.m.**

<https://www.theonion.com/national-friends-alliance-vigorously-defends-right-to-h-1833575892>

Kingston made it into The Onion! #UlsterForBusiness #TheOnion

**SMALL BUSINESS: NEW PALTZ**

**Posted Wednesday, April 3 at 1 p.m.**

<https://hudsonvalleyone.com/2019/04/03/new-paltzs-man-with-a-van-has-been-moving-hudson-valley-residents-for-three-decades/>

Willem Dafoe, Frances McDormand, Julian Schnabel, Mohonk Mountain House and many others have relied upon Man With A Van to make moving less stressful. If you want to relocate your business to Ulster County, give us a call at (845) 340-3556.

#UlsterForBusiness #newpaltzchamber #Mohonk

**INDUSTRY SECTOR: FILM**

**Shared Thursday, April 4 at 10:15 a.m.**

<https://deadline.com/2019/04/melissa-leo-archie-panjabi-rosie-odonnell-imogen-poots-juliette-lewis-kathryn-hahn-star-i-know-this-much-is-true-hbo-limited->

series-

1202587791/?fbclid=IwAR0rsxWrYQKDLBRKXO9RBQYcIpEbAubw7p7JLs9mtlAgAV5vhWh2y4NXnjo

Filmmakers often shine the spotlight on Ulster County -- and local businesses can provide services to them while they're working here. #UlsterForFilm has a free registry - have you signed up yet? <https://ulsterforfilm.com/production-resources> #HVFC #WoodstockFilm #StockadeWorks #UPWIFT #NYSFILM

### **Hudson Valley Film Commission Actors and Crew**

3 hrs ·

Melissa Leo, Rosie O'Donnell, Archie Panjabi, Imogen Poots, Juliette Lewis, Kathryn Hahn To Star In 'I Know This Much Is True' HBO Limited Series Click below for Deadline Article.

Melissa Leo has acted and produced more Hudson Valley based projects than any other actor. Films include COAST, FURLOUGH, BOTTLED UP, PERSEPHONE, FRANCINE, WHY STOP NOW?, PREDISPOSED, BOMB, NO SHOULDER, STEPHANIE DALEY, PATCH, and Nicole Quinn's RACING DAYLIGHT. Kathryn Hahn co-starred with Steve Coogan in HAPPYISH, the Showtime TV Series that was set in Woodstock. #filmedinthehudsonvalley

[https://deadline.com/2019/04/melissa-leo-archie-panjabi-rosie-odonnell-imogen-poots-juliette-lewis-kathryn-hahn-star-i-know-this-much-is-true-hbo-limited-series-](https://deadline.com/2019/04/melissa-leo-archie-panjabi-rosie-odonnell-imogen-poots-juliette-lewis-kathryn-hahn-star-i-know-this-much-is-true-hbo-limited-series-1202587791/?fbclid=IwAR0rsxWrYQKDLBRKXO9RBQYcIpEbAubw7p7JLs9mtlAgAV5vhWh2y4NXnjo)

[1202587791/?fbclid=IwAR0rsxWrYQKDLBRKXO9RBQYcIpEbAubw7p7JLs9mtlAgAV5vhWh2y4NXnjo](https://deadline.com/2019/04/melissa-leo-archie-panjabi-rosie-odonnell-imogen-poots-juliette-lewis-kathryn-hahn-star-i-know-this-much-is-true-hbo-limited-series-1202587791/?fbclid=IwAR0rsxWrYQKDLBRKXO9RBQYcIpEbAubw7p7JLs9mtlAgAV5vhWh2y4NXnjo)

### **INDUSTRY SECTOR: SMALL BUSINESS**

**Posted Thursday, April 4 at 2:15 p.m.**

<http://www.nyssbdc.org/training/training.aspx?TID=66121>

This valuable session will be held on April 16, 6-8 p.m. at #SUNYUlster in Kingston. If you're planning a business start-up or expansion in Ulster County, give us a call at (845) 340-3556. #UlsterForBusiness

### **INDUSTRY SECTOR: CRAFT FOOD & BEV, SMALL BUSINESS**

**Posted Friday, April 5 at noon**

<https://restaurant.org/Research/Reports/FoodTrends>

CBD/cannabis-infused food and beverages, global flavors, chef-driven fast-casual concepts, hyper-local sourcing, new cuts of meat, zero waste, and craft/artisan spirits are among the hot trends for 2019. If you're a farmer, chef or manufacturer, and need help with your business, call us at (845) 340-3556. #UlsterForBusiness #tasteny #nydistilled #HVFarmHub #bluembistro #breadalone #KeeganAles #HVADC #Falcon845 #Tuthilltown #TasteFruition

**NATIONAL MEDIA: SHAWANGUNKS**

**Posted Friday, April 5 at 1 p.m.**

[http://www.blackdiamondequipment.com/en\\_US/experience-story?cid=sam-elias-russ-clune-the-lifer](http://www.blackdiamondequipment.com/en_US/experience-story?cid=sam-elias-russ-clune-the-lifer)

Russ Clune—one of the first 5 13 climbers in America—is a climber’s climber. Lynn Hill, who made the first free ascent of The Nose on El Capitan, is a SUNY New Paltz alumna. Both love The ‘Gunks. #UlsterForBusiness @BlackDiamond #liveclimbrepeat #newpaltz #newpaltzchamber #RockandSnowInc

**BUSINESS SKILL SETS: WORKPLACE AWARENESS, COMMUNITY BUILDING**

**Posted Thursday, April 4 at 6 p.m.**

Congratulations to Center for Spectrum Services. Their documentary film will be screened in Helsinki on Sunday. More than 3.5 million Americans live with an Autism Spectrum Disorder (ASD). #AutismAwarenessMonth is a great time to raise awareness about autism in your place of business. #UlsterForBusiness #UlsterForFilm #autismspeaks #NationalAutism

**Center for Spectrum Services**

April 2 at 2:59 PM ·

The Asperger’s Difference, a documentary produced by Spectrum Services has been included for screening and discussion at the Autism Film Festival IV taking place later this week in Helsinki, Finland. Jamey Wolff, Program Director for Spectrum Services and producer of the documentary, is one of the Autism Film Festival’s three guests of honor. Click for details: <http://tinyurl.com/y3xcx2o8>

**INDUSTRY SECTOR: MANUFACTURING**

**Posted on Monday, April 8 at noon with 4-5 photos**

We visited Jonah Meyer and his team of design furniture makers in Sawkille Co.’s no-waste production shop in Midtown Kingston. Attend their May 25 Open House at their Rhinebeck showroom, and visit <https://www.sawkille.com/>, to learn about their handcrafted designs, quality craftsmanship and use of sustainably forested material. #UlsterForBusiness #Sawkille #madkingston

**INDUSTRY SECTOR: MANUFACTURING**

**Posted on Tuesday, April 9 at noon with 2 photos**

Meet Sam Indig (left), new owner, and Leiby Klien (right), site manager, of KORA Components (<https://koracomponents.com/>) in #EllenvilleNY. They’re bringing the former Hydro Aluminum plant back to life, and will begin manufacturing roof trusses and floor joists later this year. Apply for their Material Handler/Labor position at <https://newyork.usnlx.com/viewjob.asp?sjobid=NY1295844>

#UlsterForBusiness #findellenville #GunkJournalNews #UlsterChamber

**BUSINESS SKILL SETS: RESUME, JOB SEEKING**

**Posted Saturday, April 6 at noon**

<https://www.fastcompany.com/90261298/the-600-year-old-history-of-the-resume-and-its-uncertain-future>

Though resumes have evolved since Leonardo da Vinci's time, the need for a compelling one continues. Your resume has about six seconds to impress a hiring manager. #UlsterForBusiness #FastCompany

**BUSINESS SKILL SETS: LEADERSHIP, COMMUNICATION**

**Posted Sunday, April 7 at noon**

<http://giglioco.com/smart-silent-doesnt-work/>

If you have what you believe to be a good idea, voice it. And, if your idea concerns starting a business in Ulster County, call us at (845) 340-3556. We can help with business plans, introductions, finding a location and more. #UlsterForBusiness

**INDUSTRY SECTORS: CRAFT FOOD/BEV AND MANUFACTURING**

**Posted Monday, April 8 at 1 p.m.**

<https://thespoon.tech/virtual-kitchen-network-keatz-raises-e12m-for-its-food-first-delivery-concept/>

Delivery-friendly food items, virtual kitchens and food that gets better in transit? Food for thought for Ulster County food suppliers and producers: Food-first delivery concepts and hub-and-spoke approaches to meal creation are being tested in a European network of ten virtual kitchens. #UlsterForBusiness #tasteny #HVFarmHub #HVADC

**BUSINESS SKILL SETS: LEADERSHIP TRAINING**

**Posted Monday, April 8 at 9:30 a.m.**

<https://www.sba.gov/about-sba/organization/sba-initiatives#section-header-12>

Last chance to register! This free, seven-month training program begins in April. The SBA's Emerging Leaders Initiative is designed for small business owners and execs who have been in business for at least three years, with annual revenues of at least \$250K and one or more employees. #UlsterForBusiness #SBAGov

16 posts. Additional hashtags will be inserted prior to posting.

**INDUSTRY SECTOR: CRAFT FOOD AND BEV, QUALITY OF LIFE**

**Posted Tuesday, April 9 at 1 p.m.**

<https://www.hudsonvalleyeats.com/single-post/2019/03/11/The-Phillies-Bridge-Farm-Project>

The Phillies Bridge Farm in New Paltz is the oldest non-profit CSA in the Hudson Valley. They produce healthy food using ecologically sound methods, and offer education programs and events for all ages. If you need assistance with your farm or food-related business in Ulster County, give us a call at (845) 340-3556.

#UlsterForBusiness #PhilliesBridge #HudsonValleyEat

**INDUSTRY SECTOR: THE ARTS, NON-PROFIT, BELLEAYRE**

**Posted Wednesday, April 10 at noon**

<https://www.catskillmountainnews.com/articles/festival-of-voice-announces-city-performance-belleayre-expansion/>

If the Phoenicia Festival of the Voice isn't on your summer calendar yet – pencil it in right now. Who doesn't need world-class music in a gorgeous Catskills setting?

#UlsterForBusiness #Todarte #I\_LOVE\_NY #ShandakenNY #PhoeniciaNYS  
#BelleayreMusic

**INDUSTRY SECTOR: MANUFACTURING, PACKAGING**

**BUSINESS SKILL SETS: INNOVATION**

**Posted Wednesday, April 10 at 1 p.m.**

<https://returntonow.net/2019/01/30/25-major-brands-commit-to-selling-products-in-refillable-containers/>

Loop, a zero-waste project and online retailer, has attracted commitments from some of the world's largest companies. Loop will deliver more than 300 everyday products—like detergent, juices, mouthwash, even ice cream—in reusable insulated tote bags and containers (with refundable deposits). #UlsterForBusiness

#TerraCycle #Tom\_Szaky #LoopStore\_US

**INDUSTRY SECTOR: FILMMAKING**

**Posted Thursday, April 11 at 12:30 p.m.**

<https://www.festival-cannes.com/en/infos-communiqués/communiqué/articles/jim-jarmusch-at-the-opening-of-the-2019-festival-de-cannes>

Watch the official trailer of "The Dead Don't Die!" Jarmusch's film, produced in the

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Catskills and Hudson Valley (including Town of Ulster), opens the 2019 Cannes Film Festival on May 14. Many local businesses provided services to filmmakers during summer 2018 -- learn more:

<https://www.hudsonvalleyfilmcommission.org/.../www.hu.../2019410>

#UlsterForFilm #HVFC #WoodstockFilm #StockadeWorks #UPWIFT #NYSFILM  
#cannes #Festival\_Cannes #thedeaddontdie #JimJarmusch #UlsterChamber

### **INDUSTRY SECTOR: FILMMAKING**

**Posted Thursday, April 11 at 1:20 p.m.**

Check out the trailer for Aaron Weisblatt's new documentary about fly fishing in the Catskills. The Oscar nominated director and Woodstock resident anticipates a Spring 2019 release. Looking for a great place for your next project? We can help with NYS Film Tax Credits (up to 45%), locations and pre- and post-production facilities. Call us at (845) 340-3556. #UlsterForFilm #HVFC #WoodstockFilm #StockadeWorks #UPWIFT #NYSFILM

**Aaron Weisblatt**

April 3 at 10:20 PM

Here's the first official trailer to my new documentary, Land of Little Rivers! A year in the making, 23 days on the rivers with some amazing and legendary characters!

<https://vimeo.com/326882382>

#documentary #flyfishing #catskills

### **LOCAL MEDIA: MOHONK**

**Posted Friday, April 12 at 11:30 a.m.**

If you live here, take advantage of this annual offer. If you are interested in relocating your business to Ulster County, here's one more incentive.

#UlsterForBusiness #mohonk #newpaltzchamber

Shared with post from Hudson Valley One/New Paltz re: "Mohonk Preserve offers free passes to Ulster County residents

### **JOB FAIR FOR VETERANS**

**Posted Friday, April 12 at 1:30 p.m.**

Created EVENT to share Ulster County Career Center's post about 2<sup>nd</sup> Annual Hudson Valley Veteran Job Fair on May 8 at SUNY New Paltz

This Career Fair is for all VETERANS, active service Reserves, Guard and any of your family members because you've EARNED this! We recognize that when someone serves in the armed forces their family is affected too – so we've sought out companies that will provide you and your extended family members with the best

job and career pathway opportunities in the valley. Over 65 businesses are presenting job opportunities for you! This is our way of saying THANK YOU for your service and dedication to our country and to protecting our freedom.

To win DOOR PRIZES pre-register at: <https://ulstercountyny.gov/vetjobfair2019>

**INDUSTRY SECTOR: THE ARTS**

**Posted Friday, April 12 at 2 p.m.**

<https://madkingston.org/news/tickets-for-a-mad-celebration/>

On Saturday, April 13, the Kingston Midtown Arts District will host "A MAD Celebration" at Aaron Rezny's photography studio to showcase accomplishments and ongoing plans to revitalize the district. Dozens of buildings have been reclaimed, property values have increased, and 400+ jobs and arts livelihoods have been generated. #UlsterForBusiness #madkingston #StockadeWorks #RUPCO #eatingdelancey

**BUSINESS SKILL SETS: BUSINESS WRITING**

**Posted Saturday, April 13 at noon**

<https://whelanseminars.com/intro-to-ten-secrets-to-powerful-business-writing/>

Register today for this free, two-hour seminar on May 6 in New Paltz. The Whelan Group has offered this highly acclaimed seminar -- which is co-sponsored by The Ulster County Office of Economic Development and #OneEPICPlace -- to Apple, The World Bank, IBM, United Nations and many others. #UlsterForBusiness

**SMALL BUSINESS: KINGSTON**

**Posted Sunday, April 14 at noon**

<https://hudsonvalleyone.com/2019/04/04/peace-nation-cafe-serves-up-organic-guatemalan-american-cuisine-in-midtown-kingston/>

This popular Guatemalan-American restaurant is a great place to enjoy delicious pupusas, handmade tortillas and, of course, a Peace Burger. Their menu is based on organically grown plants and hormone-free meats: Owner Noe Delcid, who attended #newpaltz and moved up from Westchester, says, "I chose Kingston and Kingston chose me ... It came out better than I envisioned." Call us at (845) 340-3556 if you need assistance with your small business. #UlsterForBusiness

**SMALL BUSINESS: PHOENICIA**

**Posted Monday, April 15 at noon**

[https://www.dailyfreeman.com/news/local-news/rail-explorers-opens-rail-bike-season-in-phoenicia-may/article\\_d100b61e-5c94-11e9-8249-3787b21d6c2e.html](https://www.dailyfreeman.com/news/local-news/rail-explorers-opens-rail-bike-season-in-phoenicia-may/article_d100b61e-5c94-11e9-8249-3787b21d6c2e.html)



This business in Phoenicia opened last year, and offers a wonderful way to enjoy the Catskills and unwind after a busy work week. Give us a call at (845) 340-3556 if you need help getting your start-up on track for success. #UlsterForBusiness #RailExplorersUS #PhoeniciaNYS #DailyFreeman #UlsterChamber

**INDUSTRY SECTOR: CRAFT FOOD & BEV**

**Posted Tuesday, April 16 at 1 p.m.**

<https://www.eventbrite.com/rally/new-york-city/the-cheese-shop-where-you-can-eat-learn-sip-wine-and-find-your-quirky-community>

Cara Siegel, Senior Events and Education Manager at Murray's Cheese, grew up in #WoodstockNY and her tenure at a #HudsonValley fruit and vegetable shop/seasonal restaurant revealed her passion for the food industry. If you need help with your farm or food production business, give us a call at (845) 340-3556. #UlsterForBusiness #MurraysCheese

**SPECIAL ELECTION: CHAMBER BREAKFAST MEET THE CANDIDATES**

**Posted Monday, April 15 at 2:40 p.m.**

<https://business.ulsterchamber.org/events/details/chamber-breakfast-meeting-meet-the-candidates-for-ulster-county-executive-6608>

This Wednesday, at Diamond Mills Hotel and Tavern in Saugerties, Patrick Ryan and Jack Hayes will be guests at the Ulster Chamber Breakfast Meeting. Come meet the two candidates for Ulster County Executive (Special Election is April 30) and bring your questions. #UlsterForBusiness #UlsterChamber #countyexec #SaugertiesScene #exit20 #saugertiesny #SaugertiesChamberofCommerce

**INDUSTRY SECTOR: FILM MAKING**

**Posted Tuesday, April 16 at noon**

[https://www.dailyfreeman.com/news/local-news/mark-ruffalo-miniseries-shoots-in-poughkeepsie-this-week-town-of/article\\_095534ea-5f8d-11e9-954c-67297c822c6f.html](https://www.dailyfreeman.com/news/local-news/mark-ruffalo-miniseries-shoots-in-poughkeepsie-this-week-town-of/article_095534ea-5f8d-11e9-954c-67297c822c6f.html)

Filming for "I Know This Much Is True" starts in Town of Ulster next week. Is your business listed in the free #UlsterForFilm registry? About 100 people involved with the production will be on set each day. Help them find your business services by registering here: <https://ulsterforfilm.com/production-resources> #HVFC #WoodstockFilm #StockadeWorks #UPWIFT #NYSFILM #DailyFreeman #MarkRuffalo #HBO #WallyLambAuthor

**INDUSTRY SECTOR: THE ARTS, FUNDING AWARD**

**Posted Wednesday, April 17 at noon**

<https://us14.campaign-archive.com/?u=26ea5c821fcf3797f4fd96961&id=4b5edbc97c>

The Todd Samara Art Fund Award committee is seeking proposals from artists, arts educators and/or curators for a project in the City of Kingston. Deadline to apply for the award of \$1,200 is July 1. #UlsterForBusiness #madkingston #ARTS\_midhudson

**BON APPETIT: LITTLE ITALY, KINGSTON**  
**Posted Wednesday, April 17 at 1 p.m.**

<https://www.bonappetit.com/story/im-who-i-am>

Bon Appetit! Frank Guido's Little Italy is a tasty institution here in the Hudson Valley—and so are the 25 other restaurants he and his family have owned over a lifetime in the restaurant business. If you are starting a business, and need to establish connections here in Ulster County, give us a call at (845) 340-3556. #UlsterForBusiness #bonappetit #thisisjendoll

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26 posts. Additional hashtags will be inserted prior to posting.

**PROMOTION OF NEWSLETTER**

**Posted Thursday, April 18 at noon**

<https://us12.campaign-archive.com/?u=9377d356d42fd0524a68aa334&id=6bb1fdbbdf>

Have you signed up for our monthly newsletter yet? This month, we talked with Tony Falco about his two businesses in Marlboro—The Falcon and Environmental Labworks—and also featured properties for sale in Stone Ridge and Saugerties, businesses in the news, and upcoming events. Sign up here:

[oed@co.ulster.ny.us](mailto:oed@co.ulster.ny.us) #UlsterForBusiness #Falcon845 #American\_Girl #costasandtate #WoodstockArt #ulsterexec #SaugertiesScene #UlsterChamber

**QUALITY EDUCATION: SUNY NEW PALTZ AND SUNY ULSTER**

**Posted Thursday, April 18 at 1 p.m.**

<https://sites.newpaltz.edu/news/2019/04/seventeen-and-graduating/>

Congratulations to Simone Evans, who enrolled at #SUNYUlster at age 12, and graduates from SUNY New Paltz in May with a degree in Biochemistry/Mathematics. The school's multidisciplinary options and small class sizes were among her primary reasons for choosing #newpaltz. Call us at (845) 340-3556 if you're seeking qualified employees for your business. #UlsterForBusiness

**BUSINESS SKILL SETS: BUSINESS LOANS**

**Posted Friday, April 19 at noon**

<https://www.fundera.com/business-loans/guides/sba-loan-requirements>

Should you apply for SBA Loans? What types of funding are available? Do you know all the loan-specific requirements? This overview covers the basics, and if you need help with your business plans, loan applications, or have questions, give us a call at (845) 340-3556. #UlsterForBusiness #SBAGov

**INDUSTRY SECTOR: CRAFT FOOD & BEV**

**Posted Friday, April 19 at 1 p.m.**

<http://www.hvfbs.org>

Find out what's trending on May 14, when the Hudson Valley Food & Beverage Innovation Summit convenes at The Culinary Institute of America. Ulster County food and beverage producers may request vendor space and apply to offer tastings at the networking reception following the day's events: Download form at bottom of link. #UlsterForBusiness #thinkdutchess #CIACulinary #ValleyTable

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**INDUSTRY SECTOR: FILM MAKING**

**Re-posted Saturday, April 20 at 11:55**

#UlsterForFilm #HVFC #WoodstockFilm #StockadeWorks #UPWIFT

Shawangunk Journal with 4 photos from Ellenville shoot

**Shawangunk Journal**

14 hrs ·

Guess who was filming in Ellenville today... the HBO series 'I Know This Much Is True' with Mark Ruffalo! At Ellenville Region Hospital (where they used our real nurses and doctors as nurses and doctors in the series), and ShopRite, with a stop for lunch at Shadowland Stages' Studio, with quite the spread... and ran into Laurent Rejtö from the Hudson Valley Film Commission...

**YELP: SAUGERTIES AND NEW PALTZ**

**Posted Saturday, April 20 at noon**

<https://expo.newyorkupstate.com/life-and-culture/g661-2019/04/f8c4884180884/the-26-best-pizza-places-in-upstate-ny-ranked-by-yelp-for-2019.html>

Congratulations to Slices of Saugerties, ranked #10, and Brooklyn Cider House in New Paltz, ranked #7, on Yelp's "2019 Best 26 Pizza Places in Upstate NY." Both are great spots for your next power lunch in Ulster County. #UlsterForBusiness #tasteny #SaugertiesScene #SaugertiesChamberofCommerce #exit20 #newpaltzchamber #Yelp

**SMALL BUSINESS: KINGSTON**

**Posted Sunday, April 21 at noon**

<https://aspiremetro.com/one-easy-gardening-tip-to-liven-up-your-backyard/>

'Tis the season, and Zimmer Gardens in Kingston intertwines practical experience and artistic talent (honed at #PrattInstitute, #newpaltz and #NYBG) to create stunning beauty. If your small business needs to grow, give us a call at (845) 340-3556. #UlsterForBusiness #UlsterChamber

**HEALTHCARE/CONSTRUCTION IN ULSTER COUNTY**

**Posted Monday, April 22 at noon**

<http://www.advancingcarehv.com/healthalliances-ambitious-expansion-project-makes-notable-progress/>

The largest-ever healthcare construction project in Ulster County is an investment in the well-being of our communities for generations to come—and the

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technologically advanced facilities will provide the highest quality health care. Construction is the first phase of a multi-year, \$133.6 million Healthy Neighborhoods Initiative in Kingston. #UlsterForBusiness #WMCHealth #WestchesterMed

**INDUSTRY SECTOR: MANUFACTURING, EXPO IN NYC**

**Posted Monday, April 22 at 1 p.m.**

<https://advancedmanufacturingnewyork.com>

Three days (June 11-13) of education, networking and solution-sourcing with 8,000 industry professionals and 550+ suppliers at the East Coast's largest advanced design and manufacturing event! Your FREE pass gives access to 6 leading trade shows, and all the latest in automation, assembly, packaging, contract manufacturing, medical device manufacturing and development, and the most comprehensive end-to-end supplier showcase. #UlsterForBusiness #javitscenter #AdvMfgExpo #HVmanufacturing #3DPrinting

**BUSINESS SKILL SETS: DIVERSITY TRAINING**

**Posted Tuesday, April 23 at noon**

<https://ulster.score.org/event/chapter-533-workshops-2019>

Register now for this May 1 workshop. Building a solid framework for personal or professional relationships with people of diverse backgrounds and experiences will help you grow in your business and better service your clients. Cost is \$35; free for veterans and matriculating students. #UlsterForBusiness #SUNYUlster

**BUSINESS SKILL SETS/COMMUNITY BUILDING: PRIDE 2019**

**Posted Tuesday, April 23 at 1 p.m.**

<http://lgbtqcenter.org/pride/>

Deadlines are coming up! Place an ad in the 2019 Pride Guide by April 30, or become a sponsor by May 24. Local craft food/beverage and product makers can also register now as vendors for The HV Pride March and Festival on June 2 in New Paltz. #UlsterForBusiness #lgbtqcenter

**INDUSTRY SECTOR: FILM MAKING**

**Posted Wednesday, April 24 at noon**

<https://variety.com/2019/digital/news/netflix-production-hub-new-york-city-1203192541/>

For Netflix, the expanded NYC outpost is the latest in a series of recent real-estate moves beyond its Los Gatos, CA headquarters. Ulster County offers NYS Film Tax

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Credits (up to 45%), one of many reasons to make your next film project here. Call us at (845) 340-3556 and we will help you find the perfect location, pre- and post-production facilities, crew, business services and more. #UlsterForFilm #HVFC #WoodstockFilm #StockadeWorks #NYSFilm #UPWIFT #netflix

**INDUSTRY SECTOR: SMALL BUSINESS, CRAFT FOOD & BEV**

**Posted Wednesday, April 24 at 1 p.m.**

<https://hudsonvalleyone.com/2019/04/08/diane-gets-it-done/>

Congratulations to Diane Reeder, recent graduate of The Culinary Institute of America and one of Kingston's sweetest retail shop owners. Like many in the food and beverage industries, she has succeeded with tenacity, love of her chosen work, and the support of others. If you need help for your Ulster County business, give us a call at (845) 340-3556. #UlsterForBusiness #kingston\_candy #CIACulinary #bonappetit

**BUSINESS SKILL SETS: FINANCING WEBINAR**

**Posted Thursday, April 25 at 10:57 a.m.**

[https://readytalk.webcasts.com/starthere.jsp?ei=1233635&tp\\_key=2fa9b03fa3&sti=day-of-email](https://readytalk.webcasts.com/starthere.jsp?ei=1233635&tp_key=2fa9b03fa3&sti=day-of-email)

Today at 1 PM, a free SCORE webinar outlines practical tips and tools on preparing for underwriting; self-financing alternatives; debt-financing and equity-financing products; and writing a business plan. #UlsterForBusiness #SCOREMentors

**BUSINESS SKILL SETS: FUNDING**

**Posted Thursday, April 25 at noon**

[https://upscamemberclicks.net/index.php?option=com\\_jevents&task=icalevent.detail&evid=9](https://upscamemberclicks.net/index.php?option=com_jevents&task=icalevent.detail&evid=9)

Register now for this May 15 gathering for the Private Equity and M&A investment community. Speakers include John Hartwell, CEO of Matrix Imaging Solutions. Call us at (845) 340-3556 if you are seeking funding incentives for your Ulster County business. #UlsterForBusiness #UpstateCapital

**BUSINESS SKILL SETS: GRANTS**

**Posted Thursday, April 25 at 1 p.m.**

<https://ulstercountyny.gov/planning/grants-announcement-2019>

Bookmark this page and check back often. You'll find a list of grant deadlines for funding in the arts, community development, historic preservation, air-source heat

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pumps, technical assistance and more. If you need help preparing your application materials, give us a call at (845) 340-3556. #UlsterForBusiness

**INDUSTRY SECTOR: FILMMAKING**

**Posted Friday, April 26 at 10:02 a.m.**

<https://hudsonvalleyone.com/2019/04/25/avengers-endgame-shot-scenes-in-ulster-dutchess/>

Finally! This blockbuster opens today! Keep your eyes peeled for #HudsonValley location shots--and call us at (845) 340-3556 to ask about Ulster County's NYS Film Tax Credits (up to 45%) for your next film project. #UlsterForFilm #HVFC #WoodstockFilm #StockadeWorks #UPWIFT #NYSFilm #Avengers #MarvelStudios #IMAX

**INDUSTRY SECTOR: CRAFT FOOD & BEV, FOOD SERVICE, CUTTING COSTS, ENVIRONMENTAL WASTE**

**Posted Friday, April 26 at noon**

<https://www.fastcompany.com/90337779/how-google-saved-over-6-million-pounds-of-food-waste-in-its-cafes>

About 1/3 of the global food supply is thrown out. Knowing this provided incentive for #Google to use #Leanpath to revamp their food service operations. Got an innovative idea to increase productivity or reduce waste? Call us at (845) 340-3556—we can help with business planning, funding incentives, finding a site or more. #UlsterForBusiness

**INDUSTRY SECTOR: ARTS, SMALL BUSINESS**

**MONTHLY FEATURE: HUDSON VALLEY MUSIC SUMMIT**

**Posted Friday, April 26 at 1 p.m.**

[www.HudsonValleyMusicSummit.com](http://www.HudsonValleyMusicSummit.com)

Register for the August 9<sup>th</sup> Hudson Valley Music Summit in Kingston at <http://bit.ly/2GZXkQf> and receive a 10% discount with registration code GRUlster. Ten panel discussions, networking, sit-down banquet, and acoustic and evening music showcases. For info about sponsorship opportunities, contact [DHoffman@HudsonValleyMusicSummit.com](mailto:DHoffman@HudsonValleyMusicSummit.com) #UlsterForBusiness #HVMusicSummit #BestWestern

**INDUSTRY SECTOR: TECHNOLOGY, JOB OPENING**

**Posted Friday, April 26 at 3:30 p.m.**

<https://exago.workable.com/jobs/1004266>

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Exago has an opening for a Technical Support Analyst in Kingston. If you're a motivated self-starter with a desire to work in a fast-paced tech environment, this may be the right job for you. #UlsterForBusiness #ExagoInc #hvtech #SUNYUlster #ulsterboces

**INDUSTRY SECTOR: CRAFT BEVERAGE, PHOENICIA BUSINESS**

**Posted Saturday, April 27 at noon**

[https://www.dailyfreeman.com/news/local-news/practice-makes-perfect-at-woodstock-brewing/article\\_547ee2aa-5bcc-11e9-b909-8b854520c17d.html](https://www.dailyfreeman.com/news/local-news/practice-makes-perfect-at-woodstock-brewing/article_547ee2aa-5bcc-11e9-b909-8b854520c17d.html)

Two friends with a passion for craft beer soon grew their garage-based operation: Today, they run a 15 bbl brewery in an 8,000 square foot facility in #PhoeniciaNYS. If you're getting started with an Ulster County business, give us a call at (845) 340-3556. We're here to help. #UlsterForBusiness #tasteny

**INDUSTRY SECTOR: TECHNOLOGY, CUSTOMER EXPERIENCE**

**Posted Sunday, April 28 at noon**

<https://blogs.mulesoft.com/biz/trends/hbr-customer-experience-report-takeaways/>

Though businesses have access to more customer data than ever before, they still struggle to deliver superior customer experiences. More than 680 global executives shared insights for this Harvard Business Review report. #UlsterForBusiness #MuleSoft #HarvardBiz

**BUSINESS SKILL SETS: SOCIAL MEDIA**

**Posted Monday, April 29 at noon**

<https://ulster.score.org/event/social-media-busy-entrepreneurs>

Register now for this May 8 workshop. Get answers to your questions about social media and create a solid strategy to find clients and achieve your business goals. Cost is \$35; free for veterans and matriculating students. #UlsterForBusiness #SUNYUlster

**BUSINESS SKILL SETS: FUNDING**

**Posted Monday, April 29 at 1 p.m.**

<https://www.fundera.com/business-credit-cards/0-apr>

Alternate sources of funding for your business are available. Fundera's editors review several low-cost business credit cards, including rates, fees, rewards, and the pros and cons of using them to pay down existing debt. #UlsterForBusiness #fundera



Debra Bresnan

**SPECIAL ELECTION FOR ULSTER COUNTY EXECUTIVE**

**Posted Tuesday, April 30 at 6 a.m.**

<https://elections.ulstercountyny.gov>

Get Out and Vote Today in the Special Election for Ulster County Executive! Polls are open from 6 a.m. – 9 p.m. Call (845) 334-5470 for more information and polling places.

**INDUSTRY SECTOR: FILMMAKING**

**Posted Tuesday, April 30 at noon**

<https://www.hudsonvalleyfilmcommission.org/newsinfo/https://www.hudsonvalleyfilmcommission.org/2019426>

Read about the Ulster County locations and businesses used to make these films, including Black Creek Preserve in Esopus and #TheAshokanCtr. Are you listed in our free film registry? Sign up here: <https://ulsterforfilm.com/production-resources> Filmmakers in the #HudsonValley need business services—from hotel rooms and production services to makeup, catering and more. #UlsterForFilm #HVFC #WoodstockFilm #StockadeWorks #UPWIFT #NYSFilm #Avengers #thedeaddontdie #BestWestern

## **Relocating to the Hudson Valley Meetup**

### **For May 30 coffee shop/hotel lobby mini meetup**

Date: Thursday, May 30, 2019

Time: ??

Price: Free!

Location: ??

Hosted by: Suzanne Holt

Public group

### **Details**

Do you want to move to the Hudson Valley, but don't know where to begin? Come to our free meetup, and find out how you can make it happen.

Ask us about all the basics—where to live, sites and funding incentives for your business, finding a new job or school or employees, the best daycare and more. We've also got all the intel on where to enjoy your favorite activities—hiking, the best sushi, nightclubs/concert venues, organic produce, bike trails—and where to go to meet new friends and colleagues.

If you're Upstate Curious, come talk with us!

### **About Suzanne Holt**

Suzanne Holt, director of the Ulster County Office of Economic Development, relocated to the Hudson Valley a few years ago with her husband, a tech exec, and their daughter. After spending six months researching and visiting many communities north of NYC, they chose Ulster County for its quality of life, career opportunities, schools, outdoor activities and proximity to the city. She's got first-hand knowledge about deciding to move out of the city and has helped hundreds of business owners over the past decade.

**April 2019**

**Dropbox Link to Falcon Media Photos:**

<https://www.dropbox.com/sh/k0me00ej9p07ejk/AAATBtVrVktZsPkzmv7sjDwda?dl=0>

**Another Successful Ulster County Business**

INSERT PHOTO SHOWING OUTDOOR PATIO, DECKS AND WATERFALLS –

Falcon\_Beer\_Garden OR Falcon\_LowerDecks

Photographer's Credits: Philip DeHavilland – we could list photo credits at the bottom of article in small type.

**The Falcon: The Art and Science of Business**

The Falcon in Marlboro is one of Ulster County's coolest live music venues. Owner Tony Falco has three stages for world-class performances by regionally and nationally renowned artists, an art gallery and a rock 'n roll museum. His Underground Tap Room and tiered outdoor patios overlook Marlboro Falls, and he serves up small-batch New York State beverages and the freshest Hudson Valley produce. The ground floor of the three-story building is dedicated to Falco's 'day-job,' Environmental Labworks, LLC, a water-testing lab to ensure water quality in the Hudson Valley.

The idyllic location of the Falcon Complex above a rushing waterfall makes it a great place to have a meal and listen to live music when it's time to chill.

**READ MORE**

The Ulster County Office of Economic Development (UCOED) has helped this SUNY New Paltz alumnus grow his businesses with a low-cost revolving loan and targeted consultations.

"Working with Suzanne Holt and her staff at the Ulster County Office of Economic Development, as well as with Rick Remsnyder at the Ulster County Office of Tourism, has been great," says Falco. "They're very enthusiastic about Ulster County and out to help in any way they can. The people who work at the County have always been supportive of what I'm doing. They've helped me get the word out about The Falcon, and helped my businesses be sustainable and continue."

The UCOED staff makes site visits—and, yes, attends concerts—to find out what's going on at The Falcon and how they can help. "When we had damage after Hurricane Irene in 2011, they helped me get a grant from New York State Rising," Falco says. "Beyond that, they've been very supportive, with everything from low-cost loans to helping me fill out applications for grants."

## Testing The Waters

In the early 19<sup>th</sup> century, due to its perch next to the breathtaking Marlboro Falls on Lattintown Creek, which flows into the Hudson River, the rustic Falcon Complex once housed the Pioneer Pearl Button Factory. “They made fancy ‘mother-of-pearl’ buttons from oyster shells here back in the 1800s before electricity and plastic were used,” says Falco.

INSERT PHOTO SHOWING EXTERIOR OF THE FALCON – Falcon\_Front  
Photographer’s Credits: Philip DeHavilland – we could list photo credits at the bottom of article in small type.

**I’ve also attached an archival photo showing workers in front of The Falcon when it was the button factory. Maybe a before and after shot with exterior of Falcon?**

Falco grew up on Staten Island and stayed in the area following graduation from SUNY New Paltz with a degree in Chemistry. He established Environmental Labworks, his drinking and wastewater analysis laboratory, which is certified by the National Environmental Laboratory Accreditation Program (NELAP) and by both New York State and the Environmental Protection Agency. For more than 35 years, his lab has ensured water quality throughout the Hudson Valley: It became the first occupant of the Falcon Complex after Falco purchased the three-story building in 2007.

“I do water testing for homeowners, municipalities, home inspectors and water/waste water treatment plants,” he says. “I deal with the Ulster County Department of Health regarding the public water supply and treatment plants, which are also regulated by the NYS Department of Environmental Conservation in New Paltz. They’re all great people, and I’ve been working with them for many years.”

“I consider myself a lucky man because I have both my sons working with me,” Falco adds. “Julian, a graduate of SUNY College of Environmental Science and Forestry (ESF), works with me in my environmental business, and Lee, a world traveling musician, works with me at The Falcon.”

## Striking All the Right Notes

Alongside his role as director of the water-testing lab, Falco is an artist at heart. As he puts it, “I just want to do cool things, and not worry about money. There’s such a history of music and art here in Ulster County.” His love of music—he once led a rock band named “The Wild Animals of North America”—inspired him to host now-legendary private house concerts in a building behind his house from 2001 until 2009 when he opened The Falcon.

Within nine weeks of its opening, *The New York Times* ran an enthusiastic article describing The Falcon's magic: "Away from Manhattan's urban frenzy, one man's hospitality has created an intimate stage for top tier musicians."

INSERT PHOTO SHOWING INTERIOR OF THE FALCON – Falcon\_Stage

Photographer's Credits: Rafael Quirindongo – we could list photo credits at the bottom of article in small type.

The Falcon's acoustically superior 3,500 square foot main floor is outfitted with a Yamaha C7 grand piano, Hammond B3 organ (with Leslie amp and pedals), full drum kit, guitar and bass amps, powered monitors with separate mixes, and excellent light/sound systems. The eclectic décor features recycled materials and a bar with a past life as a shuffleboard. In The Falcon's New York Taproom + Beer Garden, guests enjoy a wide array of choices from the Hudson Valley's producers of small-batch beers, ales, wines and spirits, and an abundance of locally grown food. Outdoor seating above the waterfall offers an appealing respite.

INSERT PHOTO SHOWING INTERIOR OF THE FALCON –

Falcon\_Taproom\_AvalonArchives

Photographer's Credits: Rafael Quirindongo – we could list photo credits at the bottom of article in small type.

The venue's line-up includes Grammy-winning artists, Rock 'n Roll Hall of Famers, regional favorites and up-and-comers, including Falco's son, Lee, a drummer, who just finished a tour with Steely Dan's Donald Fagen. The Avalon Archives Museum of Rock & Roll at The Falcon Underground includes a premier collection of rock 'n roll art, works of notable photographers, and a massive library of vinyl, video, audio and books.

### **Singing Ulster County's Praises**

Falco employs about 30 people full- and part-time between his water testing lab and The Falcon, and books 15 bands each week to perform on his three stages. He hosts many events at The Falcon, including last year's annual UCOED mixer for Ulster County's food and beverage manufacturers.

"Groups like to get together at my place," says Falco. "This is a progressive place to be, and I'm very thankful for everything the people who work at the County level do to promote our area and help local businesses."

### **The Falcon**

PO Box 655

1348 Route 9W

Marlboro NY 12542

(845) 236-7970

<http://liveatthefalcon.com/>

**Environmental Labworks, Inc.**

PO Box 733

1348 Route 9W

Marlboro, NY 12542

(845) 236-7823

<https://environmentallabworks.weebly.com>

**Ulster County Tourism**

1 (800) 342-5826

<https://www.ulstercountyalive.com>

Photographer's Credits: listed above

**Featured Properties****10.7 ACRES****SHOVEL-READY DEVELOPMENT SITE****995 Kingston Highway**

**Saugerties, NY 12477**

This prime development site in the Saugerties industrial corridor is within one mile of NYS Thruway (I-87) Exit 20. It has approvals for a +/- 98,200 SF building and has access to municipal water/sewer, natural gas and phase 3 electricity. It is sold as build-to-suit or as-is approved land—with an adjacent 5-acre lot for expansion!

**17,000 SF****NEW COMMERCIAL DEVELOPMENT****3885 Main Street**

**Stone Ridge, NY 12484**

This proposed new commercial development is located in Stone Ridge in the heart of Ulster County. All project approvals and building permits are secured for four individual retail / office / medical buildings (approximately 4,000 SF each), with one designed for a restaurant. Learn more:

<https://www.loopnet.com/Listing/3885-Main-St-Stone-Ridge-NY/15105975/>

**CLOSING FOR BOTH:**

For further information or to schedule a site visit, please call (845) 340-3556.

**BLUE BUTTON:**

View more available sites in Ulster County

**Ulster County Businesses in the News**

## **INTRO GRAPH ACROSS BOTH:**

The Ulster County Office of Economic Development offers a full range of business services. Our staff has the expertise and connections you need to achieve your business goals—and we would be happy to meet with you. If you want to expand an existing business, establish a new location or need to hire well-qualified employees, we are here to help. Give us a call at (845) 340-3556.

## **PHOTO OF COSTAS & TATE**

Ulster County is thrilled to help Costas & Tate Insurance Company grow with a small, low interest loan. This New Paltz firm represents more than 25 insurance companies, and offers all types of property and casualty insurance to clients throughout NYS.

Learn more about grants, loans and financial incentives in Ulster County.

## **PHOTO OF JENNIFER CASTLE & BLAIRE**

**Photographer: Bill Spring**

**Caption: Jennifer Castle with Blaire at American Girl Place, NYC**

Local author Jennifer Castle is a fantastic Ulster County ambassador—as is her book series' fictional character, Blaire Wilson, American Girl's Girl of the Year 2019. Blaire lives in The 'Gunks, loves farm-to-table dining, and helps out at her family's BnB/wedding venue.

Learn more about the craft food and beverage industry in Ulster County.

## **Upcoming Events**

### **WAAM Celebrates 100 Years of Art**

Woodstock Artists Association & Museum (WAAM) will celebrate their Centennial at Saugerties Performing Arts Factory (SPAF) on April 27. SPAF is a 14K square foot industrial chic venue with a state-of-the-art sound stage with lighting, seating for 500, commercial kitchen and more. Reserve tickets here:

<https://www.woodstockart.org/gala/>

### **Get Out and Vote!**

A Special Election for Ulster County Executive will be held Tuesday, April 30. Polls are open from 6 a.m. to 9 p.m. Visit <https://ulstercountyny.gov/elections> or call (845) 334-5470 for more information—including polling places, voter registration forms and how to become an election inspector.

**NEW AD CONTENT 041019**

**USE NEW PHOTO FROM MEGAN OFFNER**

Title (SAME):

**NEW YORK HEARTWOODS**

**ARTFULLY CRAFTED, SUSTAINABLY SOURCED**

**MADE IN ULSTER COUNTY**

**NEW CONTENT: TOP BOX**

New York Heartwoods gives fallen trees new life. They work with architects, designers, retailers and homeowners to produce custom furniture and other pieces, often from their clients' own trees. New York Heartwoods helps preserve the Hudson Valley's forest resources by designing furniture from fallen and urban timber, material that is typically chipped, landfilled or burned.

**NEW CONTENT: BOTTOM BOX**

The Ulster County Office of Economic Development (UCOED) fosters business success. From site selection and financing to research assistance and networking, local makers have a trusted partner in the UCOED. "I am grateful for the Ulster County team's business acumen and their genuine desire to help me secure resources to expand," says New York Heartwoods Owner, Megan Offner. How can Ulster County help your business?

**UlsterForBusiness.com**

**(845) 340-3556**

Starburst:

**ULSTER COUNTY**

**MAKE IT HERE**