

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 62 posts
4 meetings with Suzanne*

*Meeting with Suzanne & Anne Bailey re: arts & econ dev
Planning, interviews, research, writing for monthly
newsletter*

Published March newsletter

UFB & UFF website review & revision – ongoing

Full page ads – review/revise content

Relocating to HV Meetup draft

*Write 2 blog posts re: Opportunity Zones & Autism
trainings*

(44.25 hrs. @ \$75/hr. = \$3,318.75)

Payment Due Upon Receipt:

\$3,318.75

For work completed
February 27 – March 26, 2019
Invoice #0626
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March 2019 OeD newsletter

Feature Article:

NORA: An Off-Road Success Story

Photo: header/overview photo that showcases the property and vehicles outdoors – I like the one of all the vehicles lined up in the woods.

Scott Trager's trusty Jeep was the linchpin that inspired him to leave a successful Wall Street career and launch his dreams for a new business in Ulster County. That Jeep is now one of a fleet of vehicles at Northeast Off-Road Adventures (NORA) in Ellenville where Trager shares his passion for off-roading on his own 75-acre wilderness property. NORA's high-tech training facilities and private woodlands—filled with rutted trails, sand pits, boulder gardens and other terrain challenges—are a safe, fun destination for adventure-seekers chained to a desk and cell phone as well as professionals who require specialized training. << READ MORE – jump to UFB Blog page for entire article >>

Establishing relationships with local community leaders was key to Trager's successful launch of his new business—and that's where the Ulster County Office of Economic Development (UCOED) staff played a vital role.

"They were great, especially in making introductions to local businesses and helping out with my needs through the county and state," says Trager. "We set up our business and eventually secured funding for our building. You need solid business plans, and you've got to believe in yourself and surround yourself with individuals who will hold you to your best."

But, back in the spring of 2007, NORA was far from Trager's reality working on Wall Street. "I only drove my Jeep to and from the train station—talk about adventure!" he laughs. One weekend, he and his 13-year-old son went to a Jeep Jamboree and had a great time—even though they got stuck in the mud a lot. They kept on off-roading and after a few months, Trager says, "The passion bug bit me." He joined The Hudson Valley 4-Wheelers Club, got certified as an International 4-Wheel Drive trainer, and began to search for land to purchase, all while juggling his responsibilities as a global team leader for *Bloomberg News* automation.

"I needed an exit strategy that included my passion for the outdoors, off-roading and making an income," he recalls. "I had 15 team members under me, and we pushed out fast moving market information to 450K subscribers in less than the blink of an eye. It was extremely high pressure, high-tech work."

One keystone of his business model was to find a location within a two-hour drive of NYC; another was his clientele. "They would be people like myself who were chained to a desk and a cell phone, people who wanted an adventure and couldn't do it on their own very easily."

“A Gorgeous Piece of Land in Ellenville”

In 2010, Trager found “a gorgeous piece of land in Ellenville” and, within two years, purchased the property, obtained approvals from the local planning board and building inspectors, erected a pavilion and got started. “We struck up a fantastic relationship with the Ellenville Fire Department, and they allowed us to hold classes in their building during the cold weather months,” he says.

“It’s so important to work with local businesses, and that’s one place where Suzanne Holt, Director of the UCOED, helped in a big way. For example, we were planning a training event with the U.S. National Guard from Maryland, and needed a place to store their night vision goggles,” says Trager, adding these military-issue goggles cost \$15,000 each. “She introduced us to the NYS Troopers in Ellenville, so we could use their secure location to lock them up.”

C-Suite Executives, Search & Rescue Teams and More

NORA’s new two-story, ADA-compliant facility—with multiple training rooms, a social hall, breakout rooms and a garage—is outfitted with high-tech connectivity and high-speed Internet. Packages are available for businesses and others who wish to schedule off-site meeting events at NORA. These packages can accommodate up to 50 guests, include catered meals by Wilson’s Market and Dominick’s Restaurant & Pizzeria in Ellenville, and offer a choice of four activities, such as off-road driving, obstacle courses, friendly competitions and tours.

Photo: interior of new high tech conference center

NORA offers recovery classes and night tours at Hunter Mountain Ski resort, and search and rescue teams from the Adirondacks, ex-Green Berets, C-Suite executives and government workers have taken customized classes, including a two-day ASHI Wilderness First Aid course. They work with non-profit organizations too, such as New Jersey Wheelers for the Wounded and the Montrose VA Hospital, to do fundraising and customized programs for veterans.

Off-Road: An Empowering New Adventure

With a fleet of up to 15 vehicles and a qualified staff of guides and instructors, NORA classes cover how 4WD systems operate, safety, terrain, vehicle maintenance and recovery, and more. “Many of our classes are targeted at people who haven’t done these things,” he adds. “It’s empowering.”

“People think *Dukes of Hazzard*,” he says, “but that is so NOT what we do. You’re crawling over terrain at two or three miles an hour, driving a 4,000-pound vehicle over logs and rocks. There’s minimal impact on the environment, and it’s fun, safe. We teach vehicle and people preservation, and how to be in the outdoors in a

responsible way. We also teach how to perform vehicle recovery—we get you stuck and teach you how to get unstuck—and have trained and given tours to about 2,200 people.”

This photo with caption as below – or another showing happy 4-wheelers:
<https://www.nyoffroaddriving.com/wp-content/uploads/2013/07/2017-03-01-11.28.25-1.jpg>

CAPTION:

NORA built a 25-inch deep sand obstacle to prepare actress Kiera Chaplin to compete at the 2017 Rallye Aicha des Gazelles in the Moroccan Desert!

Trager offers adventure-themed package deals with some of his neighbors, like Yoga Vida and Honors Haven Resort & Spa. Last year, he created a package for nine international businesspeople: They stayed at Honors Haven, off-roaded for two days, and spent four nights in Manhattan.

“My goal is to make NORA a leading facility for adventure-themed education in the Northeast,” he says. He’s well on the off-road to making that dream come true.

Northeast Off-Road Adventures (NORA)

Phone: (845) 514.9896

Website: <https://www.nyoffroaddriving.com>

In The News:

This intro should be placed across the top (or bottom) of the two photos.

Ulster County Office of Economic Development offers targeted assistance and resources for businesses—from introductions and finding a great business location to helping with staffing needs and information about funding incentives. Learn more [here](#) or give us a call at (845) 340-3556.

• Photo of Mad Batters’ owner receiving check (attached)

We’re proud to help Mad Batters Pastries in Marlboro grow! They sell their delicious gluten free, small-batch artisan pastries in Hudson Valley stores and coffee shops and at their own new café.

• Photo of Full Moon Resort (attached)

Skiing season is still ON at Belleayre Mountain—and, with financial assistance from Ulster County, Full Moon Resort in nearby Big Indian now has a gorgeous new event space and several cozy cabins.

Featured Properties

Photo -- one is attached and there are others here:

<https://www.oneepicplace.com/oepneedspace/>

Coworking Spaces

One EPIC Place

122 Main Street

New Paltz, NY 12561

(845) 232.0402

Email: info@oneepicplace.com

Website: <https://www.oneepicplace.com>

One EPIC Place has shared desk space, private offices, treatment rooms, conference room/event spaces, plus wifi, full kitchen, enclosed porch, yard and even a studio with a piano. It's handicap-accessible, there's free parking, and complimentary coffee/tea, too. Come take a tour, choose your rate—half day, full day, monthly membership—and fire up your laptop or start promoting your class or event. They also offer business coaching and a member's barter system, plus monthly networking events and programming. With bustling shops, popular restaurants, The 'Gunks, Historic Huguenot Street, and SUNY New Paltz nearby, One EPIC Place is truly an epic base for business operations in one of Ulster County's prime locations.

Photos – 2 choices, external and internal (attached)

CoWork Kingston @ Senate Garage

8 N. Front Street

Kingston, NY 12401

(845) 802-5900

Email: april@senategarage.com

Website: <https://coworkkingston.com>

Come work in Uptown Kingston! This beautifully renovated industrial building, adjacent to the historic Senate House, is an ideal business location for companies with 2-6 employees and solopreneurs. Commit month-to-month or longer term for 24-hour access to conference areas, meeting rooms, wifi, kitchen, lounge areas, and beautiful grounds with outdoor picnic area. You'll enjoy networking benefits like easy access to Hudson Valley Tech Meetups, evening concerts and other special onsite events, and a friendly co-working environment with like-minded creatives and business owners, too. CoWork Kingston is located in the heart of Kingston's thriving commercial district, with public parking, restaurants/cafes, coffee shops, shopping center and Trailways bus station all within easy walking distance.

Event:

Photo (attached)

7th Annual Women's Woodstock Cycling Grand Prix (WWCGP)

May 3-5, 2019

3 days of UlsterCycling

<http://www.womenswoodstockcycling.com>

This world-class event is one of the Northeast's premier events for women's-only competitive cycling. Four Ulster County communities—Woodstock, Hurley, Shandaken and Saugerties—attract athletes from throughout the region, including NYC, Boston, Philadelphia, Montreal, Ottawa and Toronto.

The WWCGP presents an exciting weekend of three competitive cycling disciplines (Individual Time Trial, Criterium and Road Race) in three categories of athlete abilities (Pro 1/2/3, Masters 40+ and 50+ and Cat 4/5). There's even a sprint for ages 4 to 14!

Events kick off with a Community Dinner and conclude with an Awards Ceremony and BBQ, with races on Saturday and Sunday. The WWCGP is supported through athlete participation, formal sponsorships and volunteers who gather for fun and camaraderie. Sign up to be a cyclist, sponsor or volunteer!

BLURB FOR NEWSLETTER
IMAGE ATTACHED

Autism Spectrum Disorders and Your Business

Anderson Center For Autism, a wonderful community resource based here in the Hudson Valley, offers training programs on autism awareness to Ulster County residents, businesses and organizations. They can teach you how to improve your interactions with autistic customers, business contacts and applicants/employees. They have also developed an "Introduction to Autism Spectrum Disorder" PowerPoint presentation for their Autism Supportive EnvironmentSM program with a grant from the Community Grants Fund of the Community Foundations of the Hudson Valley.

Learn more button. INSERT LINK TO <<

<https://ulstercountyny.gov/ulsterforbusiness/events/autism-spectrum-disorders-and-your-business> >> page here where this entire piece will be housed with another link to PPT presentation at end. >>

FULL PAGE ARTICLE TO PLACE ON EVENTS PAGE

<https://ulstercountyny.gov/ulsterforbusiness/events/autism-spectrum-disorders-and-your-business>

IMAGE ATTACHED

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Understanding and supporting individuals with autism is a win-win for all members of our communities. Anderson Center for Autism can help train you and your employees so they are better equipped to hire and supervise community members with autism, as well as provide better service to autistic clients and customers.

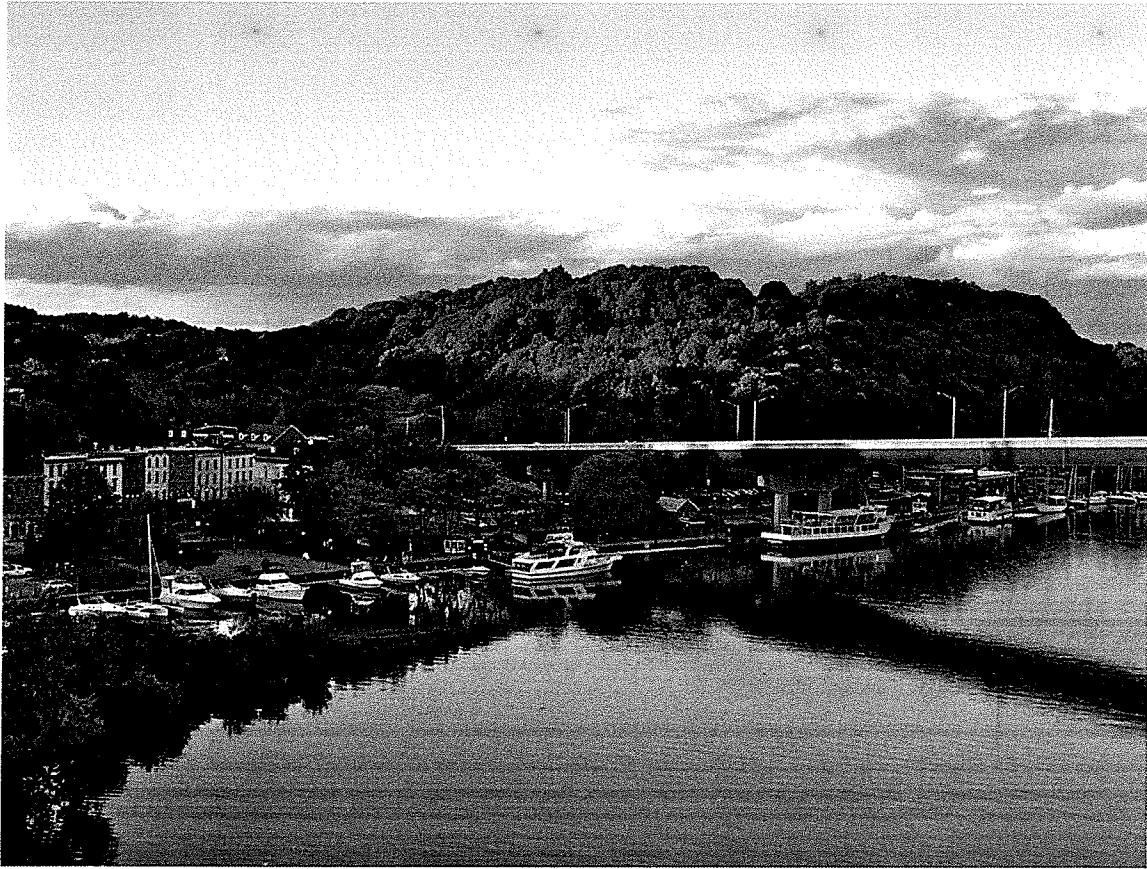
More than 3.5 million Americans live with an Autism Spectrum Disorder (ASD), and prevalence has increased by 6-15 percent each year from 2002 to 2010, according to the CDC. Forty four percent of those with autism have average to above average intellectual ability.

World Autism Awareness Day is Tuesday, April 2, and there's no better time than now to learn more about this complex neurological disorder that typically lasts throughout a person's lifetime.

For more information about the Anderson Center's Autism Supportive Environment, please visit <https://www.andersoncenterforautism.org/community/autism-supportive-environment>. You can download the "Introduction to Autism Spectrum Disorder" PowerPoint presentation [here](#). << INSERT NEW LINK TO PPT PRESENTATION to be housed on UFB site. >>

Please contact Lisa Susczynski, Consultation Administrator at Anderson Center for Autism at (845) 889.9616 or LSusczynski@AndersonCares.org if you need further information or want to ask about their fees for Ulster County-based training presentations.

Have You Heard About Federal Opportunity Zones?



Photographer's Credit: Raleigh Green

What are Federal Opportunity Zones?

The Federal Opportunity Zones (FOZ) program is part of the Tax Cuts and Jobs Act adopted by Congress in late 2017. The program offers tax breaks for capital gains reinvestment within the FOZ and will expire in 2026.

The program encourages investment to foster economic development and job creation in economically distressed communities. FOZs are designated census tracts where investors may defer current capital gains taxes by re-investing these capital gains through a Qualified Opportunity Fund (QOF) for a minimum of five years. Eligible investment projects include high-growth start-ups, main street businesses, real estate, manufacturing facilities, brownfield redevelopment, incubators and accelerators, co-working spaces and rental housing, to name a few

With trillions of dollars of unrealized capital gains across the US, the program provides a tax incentive for investors to re-invest such gains into Qualified Opportunity Funds dedicated to investing in government designated opportunity zones. For eligible projects, the program creates an additional source of funding.

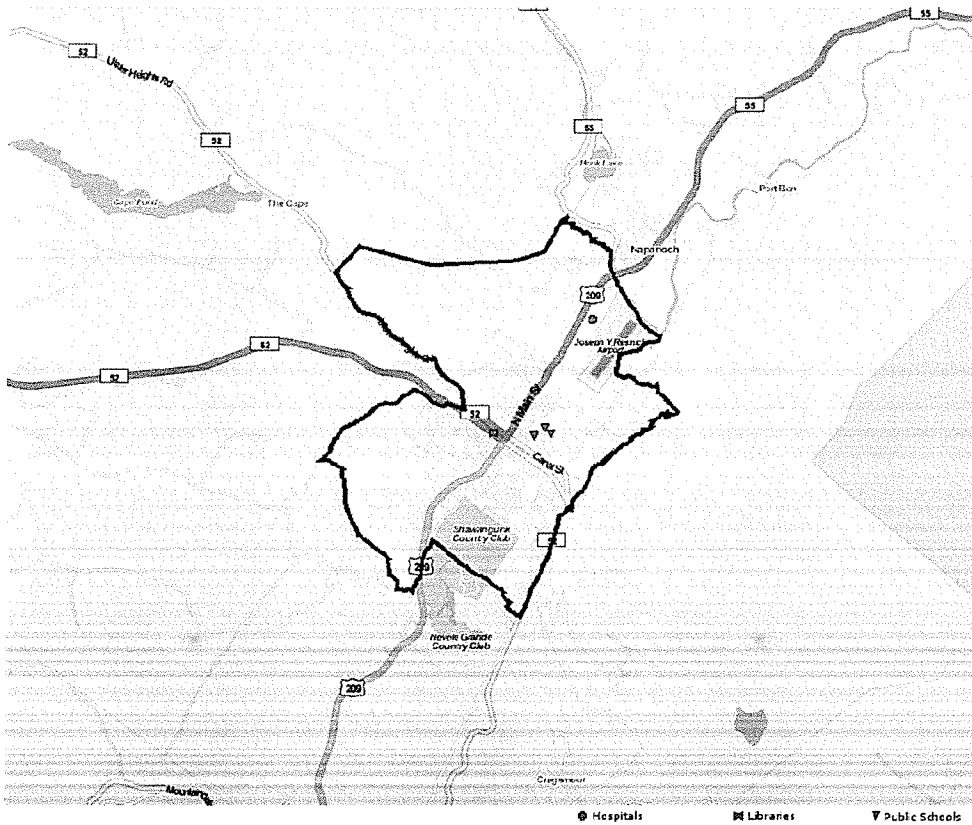
Are there any Federal Opportunity Zones in Ulster County?

Yes, there are four: Three are in Kingston and one is in Ellenville.

Ulster County's growth industries—filmmaking, craft food and beverage, technology and niche manufacturing—are well represented in projects already underway in these designated zones.

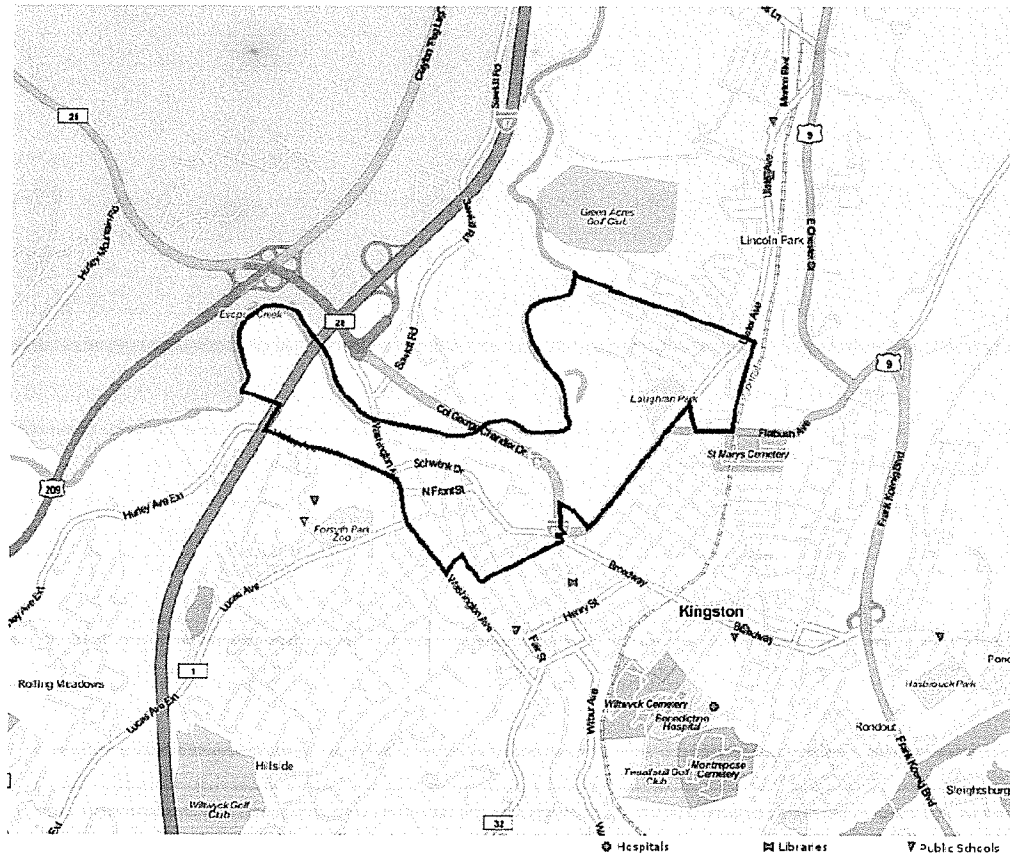
Ellenville (Census tract 9548)

Overview of Census Tract 9548



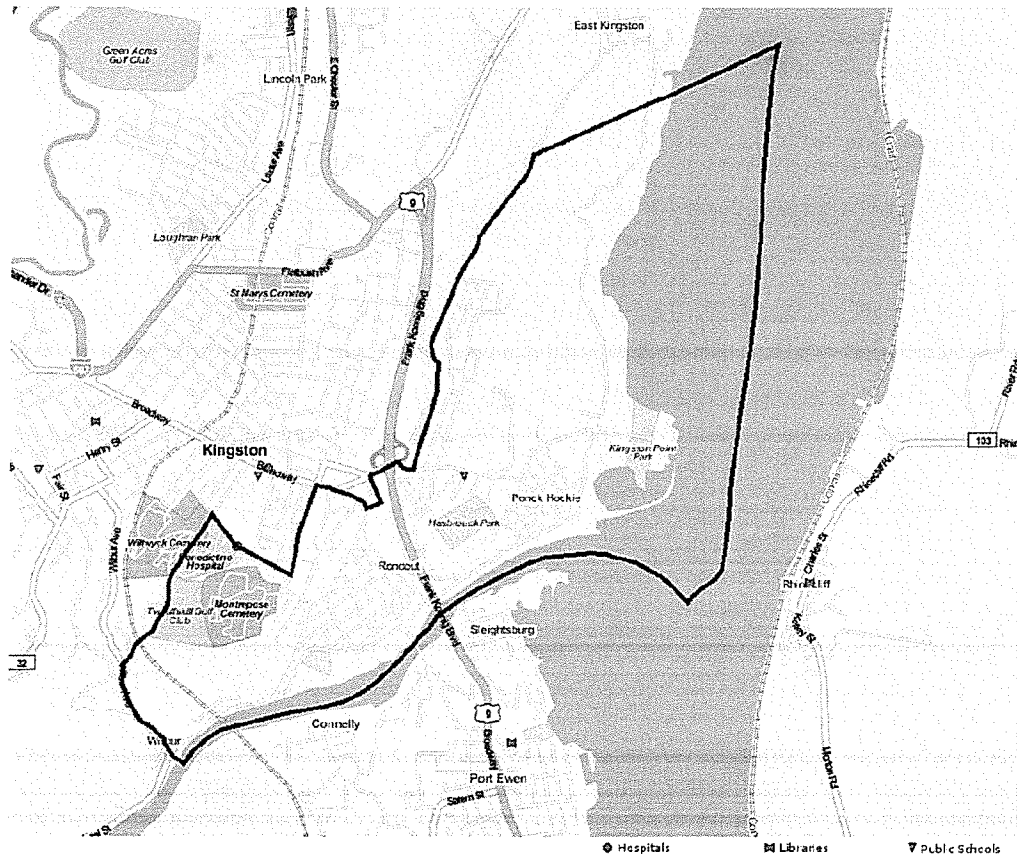
Kingston (Census tract 9524)

Overview of Census Tract 9524



Kingston (Census tract 9517)

Overview of Census Tract 9517



Kingston (Census tract (9521))

This is a detailed street map of the Montpelier, Vermont area. A large, irregularly shaped area is outlined in black, encompassing the central and eastern parts of the city. The map shows a dense network of streets, including Main St, Church St, and various residential streets. Key landmarks are labeled, such as St. Mary's Cemetery, St. Peter's Cemetery, the Montpelier Cemetery, and the Montpelier Golf Club. A legend at the bottom indicates symbols for Hospitals, Libraries, and Public Schools. The map is oriented with North at the top.

As of March 2019, the National Council of State Housing Agencies (NCSHA) Opportunity Zone Fund Directory includes more than 100 funds designated to investing in Opportunity Zones.

Funds range in size from \$1 million to \$3 billion, with an average fund size of \$225 million. Commercial real estate seems to be the primary investment focus, with 91 percent of funds reporting investment in multifamily residential, student housing, mixed-use, hospitality, or other commercial development. Additional fund investment objectives are community revitalization, affordable housing, or workforce housing, economic development, small business development, and infrastructure or renewable energy investment.

<https://www.irs.gov/newsroom/opportunity-zones-frequently-asked-questions>

Before investing, you should always seek advice from your tax advisor, fund manager and attorney.

If you're wondering if a business or property you plan to develop in Ulster County is located within a Federal Opportunity Zone, and you want to learn more about the Opportunity Zone program, please call our office at (845) 340-3556.

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

PROMOTION: OED NEWSLETTER

Posted Monday, March 11 at 1 p.m. with photo

We have a new monthly newsletter, which people are saying is full of fascinating information—have you signed up to receive it yet? #UlsterForBusiness #FoundMyAnimal @countyexec #ulsterexec

<https://ulstercountyny.gov/news/executive/acting-county-executive-adele-b-reiter-spotlights-office-economic-development-weekly>

REGIONAL EVENT: WOODSTOCK, SHANDAKEN, HURLEY, SAUGERTIES

Posted Wednesday, March 13 at 1 p.m.

<http://www.womenswoodstockcycling.com>

Want to be a Bike Diplomat? The #WWCGP needs you! You'll work with law enforcement to help direct women athletes competing in this world-class cycling competition during the weekend of May 3-5. #UlsterForBusiness #WCW

INDUSTRY SECTOR: FILM – PROMOTE FILM REGISTRY

Posted Friday, March 15 at noon

<http://nyslovesfilm.tumblr.com/post/183118879783/film-tv-production-industry-creates-strong-job>

The film industry is creating jobs all over New York State and right here in Ulster County. Local businesses provide essential services when filmmakers arrive to make movies. Register your business in our FREE film registry today so filmmakers can hire you. <https://ulsterforfilm.com/production-resources>
#UlsterForFilm #StockadeWorks #WoodstockFilm #UPWIFT

REGIONAL ECONOMIC GROWTH

Posted Thursday, March 14 at 2 p.m.

<https://www.hvedc.com/news/after-amazon-economic-developers-need-to-explain-performance-based-incentives/>

The \$3 billion offered to Amazon was an abatement of a small part of the \$30 billion in taxes that would have been generated by Amazon over the next 25 years. Amazon would not have saved some money on its taxes unless and until they created the jobs, tax income and investment that they promised. #UlsterForBusiness #HVEDC #amazon

INDUSTRY SECTOR: FILM – PROMOTE FILM REGISTRY

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Posted Monday, March 12 at 1 p.m.

<http://nyslovesfilm.tumblr.com/post/183118878158/post-production-study-update>

“Almost one-quarter of post-production jobs are outside of New York City,” and in 2017, more than \$340 million was spent in post-production spending statewide. Call us at (845) 340-3556 to explore Ulster County filming locations, production and post-production facilities, and NYS film tax credits up to 45%. #UlsterForFilm #NYSFILM #StockadeWorks #UPWIFT #bcdfpictures #Markertek #seven21media #WoodstockFilm

INDUSTRY SECTOR: CRAFT FOOD & BEV, FARMING, MOHONK

Posted Monday, March 12 at 2 p.m.

<https://hudsonvalleyone.com/2019/03/04/supporting-farmers-and-farmworkers-spring-forum-at-mohonk/>

On April 7, an interactive forum at #Mohonk based on the experiences of regional farm workers will highlight current resources and possibilities for farmers and farm workers. #UlsterForBusiness #HVADC

ENVIRONMENT/SOLAR ENERGY: SAUGERTIES

Posted Friday, March 8 at 2 p.m.

<https://hudsonvalleyone.com/2019/03/04/saugerties-planners-ok-two-solar-projects/>

Approval for two solar projects in Saugerties shines the light on greener energy options for Ulster County residents. #UlsterForBusiness #SaugertiesScene #SaugertiesChamberofCommerce #SLRgenerationNY #NYSERDA

INDUSTRY SECTOR: FILMMAKING

Posted Thursday, March 14 at 1 p.m.

<https://www.fastcompany.com/90307854/400-million-and-counting-inside-netflixs-arms-race-for-tv-showrunners>

#Disney, #WarnerMediaGrp, and #NBCUniversal are all launching streaming apps later this year, and they will need content to feed them. “It’s the Wild Wild West out there,” says one manager—and Ulster County is a perfect place to locate your next project. Call the Ulster County Film Office at (845) 340-3556. #UlsterForFilm #NYSFILM #StockadeWorks #UPWIFT #WoodstockFilm #netflix

SPANISH RADIO: KINGSTON & WESTERN ULSTER COUNTY

Posted Saturday, March 9 at 1 p.m.

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<https://hudsonvalleyone.com/2019/02/27/spanish-speaking-radio-comes-to-the-catskills/>

WIOX and WKNY offer talk show programming in Spanish, and a pan-American mix of music—and both radio stations have plans to expand their reach in the Catskills. #UlsterForBusiness #RadioKingstonNY

COWORKING SPACE: KINGSTON**Posted Tuesday, March 12 at noon**

<https://coworkkingston.com/>

CoWork Kingston at #SenateGarage is now open for business! This ideal co-working environment for solopreneurs and small companies (2-6 employees) is in the heart of Uptown Kingston. If you're looking for a creative office space, give April Tiberio at call at (845) 802-5900. #UlsterForBusiness #hvtech #DragonSearch

SMALL BUSINESS EXPANSION: WOODSTOCK**Posted Sunday, March 10 at 1 p.m.**

<https://hudsonvalleyone.com/2019/02/16/sunflowers-expansion-is-not-finished-but-its-open-anyway/>

Congratulations to Sunflower Natural Foods in Woodstock! Their recent expansion includes operating at “greener” efficiency levels. We offer assistance to Ulster County businesses looking to go green—call us at (845) 340-3556. #UlsterForBusiness #SunflowerNFM #WcocaNy #UlsterChamber

SMALL BUSINESSES: NEW PALTZ, WOODSTOCK**Posted Thursday, March 14 at noon**

<https://theveganatlas.com/8-fantastic-vegan-restaurants-in-new-yorks-hudson-valley/>

Congratulations to Karma Road and Lagusta's Luscious (New Paltz) and Garden Café (Woodstock) for making this tasty list of notable Hudson Valley vegan restaurants! #UlsterForBusiness #lagusta #WcocaNy #UlsterChamber

JOBS: NON PROFIT, HIGH FALLS**Posted Monday, March 11 at noon**

<https://wildearth.org/jobs>

Wild Earth in High Falls is hiring! Applications are due March 22 for three positions—Communications & Connections Director, Finance & Office Administrator, and Programs for Schools Leader. #UlsterForBusiness

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NATIONAL MEDIA/CHICAGO TRIBUNE: WOODSTOCK ARTIST

Posted Friday, March 8 at 1 p.m.

<http://www.chicagotribune.com/suburbs/aurora-beacon-news/news/ct-abn-geneva-mural-st-0304-story.html>

Congratulations and Happy Birthday to Woodstock artist, Manuel Bromberg! An Illinois post office held the first formal dedication ceremony for his 1940 mural—on his 102nd birthday! #UlsterForBusiness #WcocaNy

JOB FAIR: HUDSON VALLEY MALL MOVIE THEATER

Posted Saturday, March 9 at noon

<https://s3.amazonaws.com/ncg-wp/wp-content/uploads/2019/02/12154856/Job-Fair.jpg>

The Hudson Valley Mall movie theater is holding a Job Fair on March 29-30th to interview for Assistant Managers, Maintenance and Box Office, Concessions and Usher positions. #UlsterForBusiness

SMALL BUSINESS: WEST HURLEY

Posted Friday, March 15 at 1 p.m.

<https://hudsonvalleyone.com/2019/02/20/check-out-the-woodstock-art-exchange-pablo-glass-studio-in-west-hurley/>

Some seriously spectacular artisan activity is centered in a West Hurley complex of buildings facing Route 28. The Woodstock Art Exchange and Pablo Glass Studio are worth a stop, the next time you're traveling between Kingston and Woodstock. They also rent out space to glassblowers. #UlsterForBusiness #WcocaNy #UlsterChamber

SMALL BUSINESS: KINGSTON AND NEW PALTZ

Posted Sunday, March 10 at noon

<https://www.newyorkupstate.com/expo/life-and-culture/g661-2019/02/8dd1f79792584/these-are-the-35-best-steakhouses-in-upstate-ny-ranked-for-2019.html>

Congratulations to Christina's (Kingston) and The Grille at Novellas (New Paltz) for making this prime cut! #UlsterForBusiness #KingstonNY #newpaltzchamber #UlsterChamber

INDUSTRY SECTOR: CRAFT FOOD & BEV, CAREERS

Posted Monday, March 11 at 2 p.m.

Debra Bresnan

<https://www.hobbyfarms.com/barbie-chicken-farmer-beekeeper-vet/>

Move over Malibu Barbie! Mattel's Barbie Careers line of dolls now features Chicken Farmer Barbie, Barbie Beekeeper, Barbie Farmer and Barbie Farm Vet. If you're a farmer in Ulster County or you want to be a farmer, and you need assistance, give us a call at (845) 340-3556. #UlsterForBusiness #Mattel #Barbie #MoreRoleModels

INDUSTRY SECTOR: CRAFT FOOD & BEV

Posted Friday, March 8 at 2 p.m.

<https://www.forbes.com/sites/thomaspellechia/2019/02/13/once-produced-in-ny-state-in-the-20th-century-hemp-wine-returns-in-the-21st/#44e5d9e556a5>

Ulster County wine producers take note: Hemp infused wine is now being produced in the Finger Lakes! If you are an Ulster County food and beverage producer who needs assistance, give us a call at (845) 340-3556. #UlsterForBusiness #HVADC #nydistilled #ValleyTable

BUSINESS SKILL SETS: ARTS EDUCATION

Posted Saturday, March 16 at noon

<https://kinder.rice.edu/research/investigating-causal-effects-arts-education-experiences-experimental-evidence-houstons-arts>

A new Houston-based elementary and middle school study shows increased arts education offers measurable benefits, including improvements in writing achievement, school engagement and college aspirations. #UlsterForBusiness #madkingston #ARTS_midhudson

INDUSTRY SECTOR: ARTS

Posted Monday, March 4 at 9:30 a.m. with post from Arts Mid-Hudson

TODAY, March 4, is the deadline for nominations for the 7th Annual Ulster County Arts Awards. Nominees must be residents of Ulster County and businesses or organizations must have a place of business in Ulster County. There are 9 categories this year.

Arts Mid-Hudson

Yesterday at 8:59 AM ·

Nominations Close Tomorrow

LOCAL BUSINESS: BROOKLYN BOTTLING, MILTON

Posted with 4 photos from SH on Monday, Feb 25 at 12:45 p.m.

Toured Brooklyn Bottling in Milton last week. What an amazing company! This union shop with more than 100 employees (and growing) produces beverages for

Debra Bresnan

dozens of companies including Monster and Hal's New York Seltzer.
#UlsterForBusiness #MonsterEnergy #HalsNewYork

LOCAL BUSINESS/NATIONAL COVERAGE: COUNTEREV, KINGSTON

Posted Tuesday, Feb 26 at 11:50 a.m.

<https://www.forbes.com/sites/eshachhabra/2019/02/20/how-one-small-business-found-its-way-into-restaurants-across-the-us/#75e536c13c4b>

Did you know that all of Shake Shack's furniture is made from recycled bowling alleys—right in Midtown Kingston? #UlsterForBusiness #shakeshack #CounterEv #MADKingston #forbes #eshatravels

INTERNATIONAL MEDIA: EVENING STANDARD, LONDON

Posted Wed, March 6 at 1 p.m.

<https://www.standard.co.uk/lifestyle/travel/kingston-new-york-travel-guide-a4082321.html>

With history galore, tech start-ups, waterfront district, thriving arts scene, and a robust focus on niche manufacturing, "Kingston lingers in that spot between smalltown America and bloggers' hotspot." If you want to relocate, establish or expand your business in Ulster County, give us a call at (845) 340-3556.
#UlsterForBusiness #KingstonNY #EveningStandard

Debra Bresnan

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

INDUSTRY SECTOR: ARTS, SMALL BUSINESS

Posted Sunday, March 24 at noon

www.HudsonValleyMusicSummit.com

Register for the August 9th 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 #UlsterForBusiness #HVMusicSummit #BestWestern

BUSINESS SKILL SETS: HIRING

Posted Thursday, March 21 at 1 p.m.

<https://www.inc.com/wanda-thibodeaux/why-you-should-hire-people-who-are-better-than-you-every-time.html>

Sage advice from the NYS Stock Exchange president – having experts on your doorstep makes it easy for you to keep learning and try new things. It also keeps work exciting, not to mention the motivational and competitive benefits. #UlsterForBusiness #inc #NYSE

BUSINESS SKILL SETS: LEADERSHIP

Posted Saturday, March 23 at noon

<https://itunes.apple.com/us/podcast/a-call-to-lead/id1437805769?mt=2>

The best leaders are perpetual learners. Some of the world's top executives, biggest thinkers and boldest change agents share practical advice and lessons they learned on their way up. #UlsterForBusiness #JenniferBMorgan

INDUSTRY SECTOR: CRAFT FOOD & BEV

Posted Friday, March 22 at 1 p.m.

<https://www.morningagclips.com/new-york-winemakers-test-their-metal/>

Canned wines open up new opportunities for wine consumers, and Cornell University is preparing NYS vintners to succeed in a competitive market. If you need help with your vineyard, give us a call at (845) 340-3556. #UlsterForBusiness #Cornell #nydistilled #tasteny #HVADC

INDUSTRY SECTOR: CRAFT FOOD & BEV

Posted Monday, March 25 at noon

Debra Bresnan

<https://www.morningagclips.com/results-of-nys-craft-beer-competition/>

Congratulations to Arrowood Farms! Their "True Love in an Arranged Marriage" won a Gold Medal in American IPA Variations! #UlsterForBusiness #thinkNYdrinkNY #tasteny #ArrowoodFarms

INDUSTRY SECTOR: CRAFT FOOD & BEV

Posted Tuesday, March 19 at 1 p.m.

<https://www.morningagclips.com/funds-help-farmers-address-climate-change-impacts/>

\$2.3 million in funding is available for farmers in NYS in round four of the Climate Resilient Farming Program. Eligible projects include methane reduction tactics, water management systems and soil health practices. If you need help with your application, call us at (845) 340-3556. #UlsterForBusiness #NYFarmBureau #NYGovCuomo #SoilHealthNY #NationalAgricultureMonth

NATIONAL MEDIA: NIKE AD, SUNY NEW PALTZ

Posted Tuesday, March 26 at noon

<https://hudsonvalleypost.com/hudson-valley-athlete-featured-in-nike-ad-signs-pro-contract/>

Congratulations to Sebastian Gordon-Somers-Archer! The SUNY New Paltz Men's soccer standout is joining the FC Miami City of the USL League Two. Nike featured him in an ad honoring 14 young people who have made an impact on their community through sports. #UlsterForBusiness #newpaltz #UntilWeAllWin #Nike #MustardSeedComm

BUSINESS SKILL SETS: PAY EQUITY

Posted Wednesday, March 20 at 1 p.m.

<https://www.thecut.com/2019/03/women-do-ask-money-work-salary-raise.html>

By buying into the untrue "women don't ask" narrative, employers who should be doing more to rectify gender pay gaps in their organizations ignore their role in fostering said gaps, and pass the buck back onto women. #UlsterForBusiness #officialNWHF #WCW

SMALL BUSINESS: KINGSTON

Posted Wednesday, March 20 at noon

<https://www.lonelyplanet.com/usa/hotels/the-forsyth-b-b/a/lod/d76c7d88-13e9-401e-ad6a-fe16f482264a/1314484>

Congratulations to The Forsyth B&B in Kingston! Lonely Planet put this Rondout gem at the top of their “bed and breakfast in the Hudson Valley” list.
#UlsterForBusiness #lonelyplanet

INDUSTRY SECTOR: TRADES, SMALL BUSINESS, BUSINESS SKILLS
Posted Monday, March 25 at 1 p.m.

<https://www.theatlantic.com/education/archive/2019/03/choosing-trade-school-over-college/584275/>

Trade school enrollment has risen—from 9.6 million to 16 million students in the US. The manufacturing, infrastructure, high-tech and transportation fields are all expected to grow in coming years, and many jobs won’t require a four-year college degree. We can help you locate Ulster County vocational and technology training programs: Call us at (845) 340-3556. #UlsterForBusiness #TheAtlantic #hvtech #SUNYUlster #HVmanufacturing #StockadeWorks

INDUSTRY SECTOR: CRAFT FOOD & BEV, SMALL BUSINESS
Posted Thursday, March 21 at noon

<https://apps.sunyulster.edu/courses/DCB,2263>

Do you want to start a food business? Register now for this Tuesday, April 2 evening session that gives a “soup to nuts” overview of regulatory issues, menu planning, financing and much more. #UlsterForBusiness #SUNYUlster #tastyen

SMALL BUSINESS: SAUGERTIES
Posted Friday, March 22 at noon

<https://hudsonvalleyone.com/2019/02/27/bakery-brings-back-the-pastry/>

The Meltaway is back—thanks to two CIA graduates! Every day, about 30 fresh-baked goods sweeten the Ulster County scene at one of Barclay Height’s most beloved bakeries. #UlsterForBusiness #CIACulinary #SaugertiesScene #SaugertiesChamberofCommerce

SCHOLARSHIP FOR HIGHER EDUCATION
Posted Tuesday, March 19 at noon

<https://communityfoundationshv.org/Scholarships/Judith-Mitchell-Drabkin-On-My-Own-Scholarship>

Deadline is April 1 to apply for this ‘On My Own’ scholarship. Eligible graduating high school seniors or current undergraduates in Ulster County must demonstrate

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financial need and dedication to pursue higher education despite obstacles.
#UlsterForBusiness #CFHVny

NYS ESD EVENT ON FOZ

Posted Friday, March 15 at noon with 1 photo

Attending the NYS Empire State Development event today on Federal Opportunity Zones. Please call our office at (845) 340-3556 with any questions about the Opportunity Zones in Ulster County. #UlsterForBusiness #EmpireStateDev #HVPattern

NETWORKING: ULSTER CHAMBER

Posted Friday, March 15 at 9:30 a.m. with 3 photos

Everyone is Irish on St. Patrick's Day – at the Ulster County Chamber Breakfast.
#UlsterForBusiness #UlsterChamber

BUSINESS SKILL SETS: WEB DEVELOPMENT

Posted Monday, March 11 at 10:15 a.m.

<http://events.constantcontact.com/register/event?llr=gbgu59fab&oeidk=a07eg5xufby78558c9e>

Get the tech skills you need for today's job market. Register today for info session about SUNY Ulster's 19-week Web Development: Fast Track Mini Boot Camp! Full scholarships are available for Ellenville/Wawarsing residents. Weekly 3-hour classes run April-August. #UlsterForBusiness #SUNYUlster

INDUSTRY SECTOR: CRAFT FOOD & BEV, FUNDING AND RESOURCES

Posted Tuesday, March 12 at 12:55 p.m.

<https://www.morningagclips.com/agsolutions/>

This FREE Thursday, March 14 event--sponsored by #nationalgrid, #NYSERDA and the #SUNYCobleskill Institute for Rural Vitality--aims to put money and resources into the hands of farmers. If you need help with farming in Ulster County, call us at (845) 340-3556. #UlsterForBusiness #HVADC

JOB OPENING: ELLENVILLE

Posted/Shared Tuesday, March 12 at 1:15 p.m.

#EllenvilleCSD is seeking a Business teacher. Applications are due March 22.
#UlsterForBusiness

Ellenville Central School District

March 8 at 3:00 PM ·

Debra Bresnan

The Ellenville Central School District is currently accepting applications for a Business teacher. Applicants must have appropriate NYS certification. Please submit a letter of interest and resume by Friday, March 22 to: Ellenville Central School District Superintendent's Office, 28 Maple Ave., Ellenville, NY 12428.

INDUSTRY SECTOR: FILMMAKING

Posted Wednesday, March 13 at 11:30 a.m.

FILMMAKING LOCATIONS NEEDED! Please contact adam.grannick@gmail.com.

- A tiny cottage or the back door of a house that looks like it could be rented. The scenes: A young woman leaves for work, comes home, faces down intruders, and meets a local city councilwoman.
- A single level house to be used in 3 shots. The scene: An elderly woman makes herself some tea and her home health aide stops by. #UlsterForFilm #UPWIFT #StockadeWorks #WoodstockFilm #NYSFILM #UlsterChamber #VisitUlsterCnty

Posted Wednesday, March 13 at 11:40 a.m.

SHORT FILM SHOOT IN ULSTER COUNTY LOOKING FOR CREW! Please contact adam.grannick@gmail.com

DATES: July 28, 29, 30, 31

Paid. Rates negotiable.

CREW CALL INCLUDES: Gaffer, DIT, Grip, 1st Assistant Director. We'd like to cast some supporting cast from local talent, and are also looking for extras / background of all ages and ethnicities. #UlsterForFilm #StockadeWorks #UPWIFT #WoodstockFilm #NYSFILM

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

SMALL BUSINESS COMPETITION: FUNDING

<https://fuzehub.com/fuzehub-blog/new-york-business-plan-competition-returns/>
<https://www.ecubedconf.com>

On April 26 in Albany, entrepreneurial college students will compete for more than \$50K in prize money at the NY Business Plan Competition. It's part of a two-day conference for entrepreneurs, angel investors, incubator/accelerator professionals and business mentors and advisors: <https://www.ecubedconf.com>. If you need assistance with your business start-up, call us at (845) 340-3556.

#UlsterForBusiness #Fuzehub #NYBPC

ULSTER COUNTY: NATIONAL MEDIA

<https://www.purewow.com/travel/small-towns-near-nyc>

Saugerties, Woodstock and New Paltz all made this Top 20 list, of course! Come visit—and if you'd like a tour of available business sites, we've got co-working spaces, renovations, move-in-ready and prime building tracts. #UlsterForBusiness + ADD HASHTAGS

NY MAGAZINE: FOUND MY ANIMAL/SMALL BUSINESS

<http://nymag.com/strategist/article/best-dog-leashes.html>

Congratulations to Found My Animal, an Ulster County business that was chosen in the "Best-looking leashes" category! They recently relocated to the Fuller Building in Kingston, and you can read more about them here:

<https://ulstercountyny.gov/ulsterforbusiness/blog/found-my-new-upstate-business-home> #UlsterForBusiness #foundmyanimal

CO-WORKING SPACES: KINGSTON

Post with 3 photos too

<http://www.seven21media.com/co-work-space/>

Want to work in Midtown Kingston? Co@seven21 has a variety of choices, from dedicated desks to co-working space and virtual offices with mail service and conference room use. Perfect for small businesses, creatives, solopreneurs and start-ups. #UlsterForBusiness #seven21media @EllenbogenCreativeMedia

INDUSTRY SECTOR: FILMMAKING

<http://upwift.org/programs-events/>

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Dor Dotson's clients include Oscar-nominated and Sundance prize-winning filmmakers, and her free workshop features the creative crowdfunding strategies needed for a successful film project campaign. #UlsterForFilm #UPWIFT #newpaltz #HVFC #WFF #StockadeWorks #NYSFILM

INDUSTRY SECTOR: TECHNOLOGY

Ulster County technopreneurs take note: NYSTAR is encouraging the global digital game development sector across the state. If you have an idea to develop and are seeking a business site, funding or staffing, give us a call at (845) 340-3556 to discuss your needs. #UlsterForBusiness #EmpireStateDev #nyuniversity #rpi

INDUSTRY SECTOR: FILMMAKING

<https://www.recordonline.com/news/20190321/hudson-valley-becoming-hollywood-east>

The film industry is hot in Ulster County! Is your local businesses listed in our free #UlsterForFilm registry? Filmmakers need your services—sign up now at <https://ulsterforfilm.com/production-resources> so they can find you. #StockadeWorks #WoodstockFilm #HVFC #UPWIFT #NYSFILM #bcdpictures

WOODSTOCK BOOKFEST: 10TH ANNIVERSARY

www.woodstockbookfest.com

Woodstock Bookfest celebrates its 10th anniversary this weekend with another stellar line-up. Mingle with writers, editors, agents, publishers, filmmakers and readers who love books. #UlsterForBusiness @woodstockbookfest ADD HASHTAGS

ULSTER COUNTY: JOB GROWTH

https://www.dailyfreeman.com/news/local-news/counties-across-mid-hudson-valley-and-catskills-score-year-over/article_571807b0-4bf7-11e9-99ca-53bc01bb8274.html

Ulster County added 1,100 jobs, or 2.1 percent, the second-best percentage gain in the state among metropolitan areas. #UlsterForBusiness #DailyFreeman #UlsterChamber

JOB TRAINING PROGRAMS: BOCES

<https://hudsonvalleyone.com/2019/03/18/a-hands-on-education-offers-local-students-a-path-to-in-demand-jobs/>

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Get the training you need for more than two-dozen high-demand careers, including culinary arts, robotics, graphic arts, healthcare, aviation, welding, engineering and other tech-related fields. #UlsterForBusiness #ulsterboces

INDUSTRY SECTOR: THE ARTS

<https://www.governing.com/gov-institute/voices/col-growing-economic-importance-arts-rural-america.html>

In 2015, \$67.5 billion of the \$763 billion contributed to the nation's gross domestic product by the arts and cultural sectors came from states in which 30 percent or more of the population lives in rural areas. #UlsterForBusiness #madkingston #ARTS_midhudson #NYSCArts #NatlGovsAssoc #NASAA_Arts Learn more: <https://www.nga.org/ruralarts/>

ECONOMIC DEVELOPMENT

<https://ulstercountyny.gov/ulsterforbusiness/blog//have-you-heard-about-federal-opportunity-zones>

If you're wondering if a business or property you plan to develop in Ulster County is located within a Federal Opportunity Zone, and you want to learn more about the Opportunity Zone program, please call our office at (845) 340-3556. #UlsterForBusiness

Already posted or scheduled

UFB SERVICES: SMALL BUSINESS LOANS

Posted Tuesday, March 26 at noon with photo from SH

Ulster County is thrilled to help Costas & Tate Insurance Company grow with a small, low interest loan. Please call the Office of Economic Development at (845) 340-3556 if you need assistance taking your business to the next level. #UlsterForBusiness @costasandtate #newpaltzchamber

NEWSLETTER PROMOTION

Posted Wednesday, March 20 at 11:15 a.m. and 2:45 p.m.

<https://us12.campaign-archive.com/?u=9377d356d42fd0524a68aa334&id=e95c228988>

Have you read the newest issue of our monthly newsletter? Sign up today at oad@co.ulster.ny.us ! #UlsterForBusiness #FindEllenville #EllenvilleNY #OneEPICPlace #SenateGarage #newpaltzchamber #FullMoonResort #WWCGP #AndersonAutism

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INDUSTRY SECTOR: FILMMAKING

Posted with photo on Wednesday, March 20 at 9:45 a.m.

CASTING CALL FOR FILM SHOOT ON SATURDAY, MARCH 23 IN KINGSTON.

Background actors of all ages and genders needed. Contact Westley Valentin at westleyvalentin@gmail.com. #UlsterForFilm #StockadeWorks #WoodstockFilm #HVFC #UPWIFT #NYSFilm

INDUSTRY SECTOR: FILMMAKING

Shared New Paltz Chamber's post with their photos on Thursday, March 21 at 2 p.m.

What a great event this morning about how Ulster County businesses can benefit from our thriving film industry! Thanks to the New Paltz Regional Chamber of Commerce for hosting. #UlsterForFilm #HVFC #WoodstockFilm #StockadeWorks #NYSFILM #UPWIFT #newpaltzchamber

New Paltz Regional Chamber of Commerce

51 mins ·

Thank you to everyone who joined us this morning with Suzanne Holt, Ulster County Office of Economic Development and Laurent Rejto, Hudson Valley Film Commission Actors and Crew ! If you would like more information about how you can benefit from the film industry, reach out to us!

Thank you for the coffee donation Mudd Puddle Coffee Roasters & Cafe' and for sharing your space with us DENIZEN Theatre!

www.newpaltzchamber.org

INDUSTRY SECTOR: FILMMAKING

Posted Tuesday, March 26 at 1 p.m.

<https://ulsterforfilm.com/locations/add-location>

Is your property camera ready? Help us showcase the variety of unique film locations in Ulster County by adding your property to our location register. Please only add your own property and location. #UlsterForFilm #HVFC #WoodstockFilm #StockadeWorks #UPWIFT #NYSFILM

INDUSTRY SECTOR: CRAFT FOOD & BEV, SMALL BUSINESS

Posted with 6 photos on Monday, March 18 at 10:30 a.m. on Facebook and also on Instagram

Ulster County was well-represented at Adams Fairacre Farms Food Show yesterday -- and every taste was delicious! If you need help getting your food business off the ground, give us a call at (845) 340-3556 and find out how we can help.

#UlsterForBusiness #ImmuneSchein #janesicecream #breadalone #TasteFruition #AdamsFarms #tasteny