



# WCCRC

# ENTREPRENEURSHIP

# BOOTCAMP

MAKE IT IN THE CATSKILLS

THIS PROGRAM IS PARTLY FUNDED BY  
THE A. LINDSAY AND OLIVE B. O'CONNOR FOUNDATION



**MONDAY AND TUESDAY**

October 21 and 22, 2024



**TIME**

08:30 AM- 05:30 PM



**LOCATION**

MTC CONFERENCE CENTER, MARGARETVILLE, NY

**BUSINESS WORKSHOPS / PANEL  
DISCUSSIONS / BUSINESS PLANS REVIEW**

**KEYNOTE SPEAKER :**

**ALEX WATERS, VISIONARY TECHNOLOGIST**

**CONTACT**

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# WCCRC ENTREPRENEURSHIP BOOTCAMP

October 21, 2024

## MORNING PROGRAM



### CHECK-IN AND COFFEE

8:30 - 9:00 am

### FROM PASSION TO PROFIT: TRANSFORMING YOUR HOBBY INTO A BUSINESS WITH MERCEDES GONZALEZ

9:00 - 11:00 am

#### Course Description

"From Passion to Profit: Transforming Your Hobby into a Business" is a workshop designed to help you turn your hobby into a profitable venture or scale your existing business. You'll learn to differentiate between a hobby and a business and recognize when your passion might be costing you money. By the end of the workshop, you'll have the tools to take actionable steps toward making your hobby/business profitable, all while embracing the mantra: "How do I work as little as possible for the most amount of money?"

#### Bio

Mercedes Gonzalez, the founder of Global Purchasing Companies, has been a prominent figure in the fashion industry since 1998. She is widely recognized as an international speaker, having delivered talks in 33 countries over the past 25 years. Throughout her career, she has owned and successfully sold several fashion businesses. Currently, Mercedes is the owner and operator of two hospitality businesses and a fashion brand, in addition to being an Amazon number one bestselling author of "Chronicles of a Fashion Buyer." Her second book, "The Garmento," is currently in negotiations. For the past 30 years, she has called Roxbury her home.

### MARKETING AND BRANDING WITH EVA GREEN

11:15 am - 1:15 pm

#### Course Description

Learn how to create and maintain a strong brand identity for your business. This workshop will include practical exercises and case studies covering brand personality, brand positioning, brand messaging, and visual identity design.

#### Bio

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.

# WCCRC ENTREPRENEURSHIP BOOTCAMP

## October 21, 2024

### AFTERNOON PROGRAM



#### LUNCH

1:30 - 2:30 pm

#### THE FUNDING PANEL

MODERATED BY MARGARET ELLSWORTH, THE MARK PROJECT

2:30 - 3:30 pm

##### Panelists:

**Barbara Puglisi**, Economic Development Director, Catskill Watershed Corp.

**Lindsay Whitbeck**, Delaware County Economic Development

**James Hannahs**, Greene County Economic Development

**Julie Pacatte**, Schoharie Economic Enterprise Corp.

**Kyle Liner**, Vice President, Commercial Loans, Wayne Bank

**Krystin Woodcock** and **Sean Land**, Branch Managers, NBT Bank

#### THE MENTORSHIP PANEL

PRESENTED BY RAY PUCCI, DELAWARE COUNTY CHAMBER OF COMMERCE

3:30 - 4:30 pm

Starting a business is tough. Having someone in your network who has experienced the same challenges and successes can be an invaluable source of guidance and wisdom. Mentorship, though, is more than a relationship between two individuals. It can be a powerful tool to fuel personal and professional growth, drive innovation, and foster success. Our panel will discuss how their mentoring experiences as well as those who were mentors to them helped shape their careers.

#### Your Money Story with Eileen Knott

4:30 - 5:00 pm

Our approach to finances is often shaped by our upbringing, and familial values instilled in us from a young age. These underlying beliefs and narratives about money influence our accounting decisions, often without our conscious awareness, and can significantly impact how we manage our business finances—sometimes for the better, but sometimes not. In this workshop, we will delve into identifying your personal financial scripts and explore how reshaping these narratives can lead to more effective management of your business finances.

**Eileen Knott** is a HUD Certified #T3TNUU Housing and Financial Counselor who has been with WCCRC for the last 5 years. She is also the owner of Relax and Expand, a business that focuses on personal development and mindfulness training.

#### NETWORKING

5:00 - 5:30 pm

# WCCRC ENTREPRENEURSHIP BOOTCAMP

October 22, 2024



## CHECK-IN AND COFFEE

8:30 - 9:00 am

## HOW TO FORM A BUSINESS, NICHOLAS J. FRANDBEN, ESQ.

9:00 - 10:00 am

## INSURANCE AND RISK MANAGEMENT, NBT INSURANCE AGENCY

10:15 - 11:15 am

## BOOKKEEPING AND ACCOUNTING, MARY MELIA, WCCRC TREASURER

11:30 am - 12:30 pm

## LUNCH AND KEYNOTE ADDRESS: BUSINESS ON CATSKILLS TIME

12:30 am - 1:30 pm

### ALEX WATERS

Keynote Speaker Alex Waters is a serial cofounder, and investor. A software engineer from a young age, he built simple web applications and wound up working on Bitcoin in its fledgling years. After taking a break in the land of AI, he went on to design and build custodial systems during two stints at a state then national bank. He has been featured in print, radio, and on TV and given talks at major universities and conferences. He moved to the Catskills in 2016 and collaborates with local businesses.

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

1:45 - 2:45 pm

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

## MWBE CERTIFICATIONS

3:00 - 4:00 pm

## HR POLICIES

4:00 - 5:00 pm

## NETWORKING

5:00 - 5:30 pm