



WCCRC

ENTREPRENEURSHIP

BOOTCAMP

MAKE IT IN THE CATSKILLS

THIS PROGRAM IS PARTLY FUNDED BY NYS HOMES AND
COMMUNITY RENEWAL AND MTC BIRDSALL PROJECT



TUESDAY

October 21, 2025



TIME

08:30 AM - 06:00 PM



LOCATION

MTC CONFERENCE CENTER

61 ACADEMY STREET, MARGARETVILLE, NY 12455

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

KEYNOTE SPEAKER :

DAVID MADIE, FOUNDER OF GROWTHWHEEL

CONTACT



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MORNING



CHECK-IN AND COFFEE

8:30 - 9:00 am

TRUST, TECH AND TRANSFORMATION: BUILDING CUSTOMER-CENTRIC BUSINESSES IN THE AI ERA, JACOB JOHNSON, MTC

9:00 - 10:00 am

Course Description & Bio

Jacob Johnson is the Customer Experience Manager at Margaretville Telephone Company and founder of Compass Coaching Group. With deep roots in the Catskills and a background in ministry and executive leadership, Jacob brings a unique blend of strategic insight, community-minded values, and practical tools to the table. His passion combines experience in leadership, technology, and coaching to help businesses, communities and individuals grow through innovation, purpose-driven strategy, and practical tools for impact.

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

10:15 - 11:15 am

Course Description & Bio

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

INSURANCE AND RISK MANAGEMENT, CHRISTOPHER SLONAKER, NBT INSURANCE

11:30 am - 12:30 pm

Course Description & Bio

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

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EARLY AFTERNOON



LUNCH

12:30 - 1:00 pm

KEYNOTE ADDRESS: GETTING THE BIG PICTURE - NEW IDEAS FOR GROWTH THROUGH A 360° VIEW ON BUSINESS DELIVERED BY DAVID MADIE, FOUNDER OF GROWTHWHEEL

1:00 - 2:00 pm

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

MARKETING AND BRANDING WITH EVA GREEN

2:00 - 3:00 pm

Course Description & Bio

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

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

3:15 - 4:15 pm

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

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LATE AFTERNOON



THE FUNDING PANEL

MODERATED BY MARGARET ELLSWORTH, THE MARK PROJECT

4:30 - 5:30 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.

Anique Morrison, Krystin Woodcock and **Sean Land**, NBT Bank

NETWORKING EVENT

MINGLE AND NETWORK. LIGHT REFRESHMENTS.

5:30 - 6:00 pm

Bring your business cards and promotional materials. Connect with other businesses, and engage in one-on-one conversations with the presenters.