



WCCRC

ENTREPRENEURSHIP

BOOTCAMP

MAKE IT IN THE CATSKILLS

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



TUESDAY

October 13, 2026



TIME

08:30 AM - 06:00 PM



LOCATION

MTC CONFERENCE CENTER

61 ACADEMY STREET, MARGARETVILLE, NY 12455

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

KEYNOTE SPEAKER :

JOSIAH BROWN

FAMOUS DESTINATION MARKETING

CONTACT



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MORNING

CHECK-IN AND COFFEE

8:30 - 9:00 am

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

9:00 - 10:00 am

Course Description & Bio

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

INSURANCE AND RISK MANAGEMENT, CHRISTOPHER SLONAKER, NBT INSURANCE

10:15 - 11:15 am

Course Description & Bio

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

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

11:30 am - 12:30 pm

Course Description & Bio

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



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EARLY AFTERNOON



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LUNCH

12:30 - 1:00 pm

KEYNOTE ADDRESS DELIVERED BY JOSIAH BROWN, FAMOUS DESTINATION MARKETING

1:00 - 2:00 pm

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

MARKETING AND BRANDING WITH EVA GREEN

2:15 - 3:15 pm

Course Description & Bio

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

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

3:30 - 4:30 pm

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

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LATE AFTERNOON



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THE FUNDING PANEL

MODERATED BY SIMONA DAVID, WCCRC BUSINESS AND
COMMUNITY DEVELOPMENT MANAGER

4:30 - 5:30 pm

**Panelists (TBD): discussing various funding sources for small
businesses in the Catskills**

Simona David has a career of over two decades in business, marketing and publishing. Passionate about economic development and community building, she has hosted numerous business training events, including Delaware County Economic Development Microenterprise Training as well as other workshops and one-on-one technical assistance.

EVALUATIONS AND BUSINESS CARDS EXCHANGE

5:30 - 6:00 pm

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