

# 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 64 posts  
5 meetings with Suzanne*

*Review 2019 marketing plans*

*UFB & UFF website review & revision – ongoing*

*Interviewing Best Western, Dragon360, Exago, HVTM for  
website profiles*

*WDST & FB ads, Niche Manufacturing & Film Registry  
Media release (VFT Solutions, Inc.)*

*Tech Up For Women (ad copy, e-blast, FB giveaway, 3  
Mailchimp letters)*

*(40 hrs. @ \$70/hr. = \$2,800.00)*

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

**\$2,800.00**

For work completed  
October 20 – November 26, 2018  
Invoice #0617  
Submitted 11.27.18

**Please make check payable to:**

**Debra Bresnan • 105 Abeel Street, #1 • Kingston, NY 12401 USA  
Phone: 845.750.4708 • Email: [debrabresnan@gmail.com](mailto:debrabresnan@gmail.com)**

## **Dragon360**

USE PHOTO ON FILE

Since 2007, Dragon360 has provided digital marketing services to organizations in a wide range of verticals and industries nationwide. With a Manhattan office and its main production site in uptown Kingston's historic Senate Garage Building, Dragon360 has grown dramatically as several of its clients have developed into industry leaders. The Dragon360 team provides integrated digital marketing services that combine digital advertising, search engine optimization, social media marketing and content marketing with proven strategies designed to achieve measurable results. A true digital partner, Dragon360 looks beyond tactics and "digital silos" to focus on the bigger picture: a 360-degree view of its clients' customers.

*"We're essentially a marketing agency: clients come to us when they want to grow and, when they're in a growth mindset, in some cases marketing isn't all they need. When they're interested in setting up supply chains, looking for investors, or want to make business connections, there's no better place to refer them than to the Ulster County Office of Economic Development," says **Abe Uchitelle, President, Dragon360**. "Their staff is very skilled at making those connections and I love referring businesses to them. In some cases, people who come to Dragon360 are just getting off the ground and not ready to hire us. They really need a business or financial plan, and we point them to those services at the County level too."*

## **Best Western PLUS in Historic Uptown Kingston**

INSERT PHOTO OF BUILDING

Best Western PLUS in Historic Uptown Kingston, a full-service hotel and conference center, celebrates its 50<sup>th</sup> anniversary in 2019 and completed a two-year, \$7 million dollar, renovation in 2013. It offers 208 well-appointed rooms; plentiful, convenient parking; garden courtyard; indoor, heated salt-water pool; state-of-the-art fitness center; restaurant/bar and catering/banquets; 24-hour business center; and free Wi-Fi, among other amenities. It has close proximity to the NYS Thruway and Trailways bus station, and is within walking distance of shops, restaurants, a shopping plaza and cultural landmarks. The Best Western PLUS hosted a 2018 film industry panel discussion to explain how the NYS Film Tax Incentives (up to 45%) and bridge financing from local banks make Ulster County one of the state's most affordable locations for film productions. This hotel also hosts numerous corporate events and conferences, including meetings of the Kingston Uptown Business Association (KUBA) and Ulster County Chamber of Commerce.

*"When the film industry first discovered Ulster County, we were booking a lot of indie film crews—30 rooms for two or three weeks—but now, more major productions are coming here with much larger crews who may book 100 rooms*

*for five weeks plus pre- and post-production crews," says **Deb Harris, Director of Sales and Marketing, Best Western PLUS.** "I have worked at this hotel for more than 30 years, and I have seen steady growth in business services provided to the local film industry since the tax incentives began. The Ulster County Film Office is very involved with helping film producers get the funding they need, and The Ulster County Office of Economic Development connects us with the people and businesses who book our rooms. I sit on the Ulster County Tourism Advisory Board and, similar to how the Tourism staff work with travel writers and press agents from other locations, the UCOED staff work with directors, producers and location scouts who want to make movies here, as well as event planners who are seeking locations for business conferences. Everyone here works together for the benefit of all."*

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

**INDUSTRY SECTOR: FILMMAKING**

**Posted November 19 at 2:29 p.m. (shared from HVFC)**

<http://www.hallmarkmoviesandmysteries.com/last-vermont-christmas>

This film airs tonight! Watch to see location shots in Ulster County. #UlsterForFilm  
#NYSFilm #HVFC

Shared post from HVFC

Don't forget to watch LAST VERMONT CHRISTMAS tonight (November 19) on Hallmark. (see <http://bit.ly/lvtxmas>)

We're still trying to find out if CHRISTMAS CAMP has an air date. Both of these Hallmark films were produced in the Hudson Valley in April and May of 2018 in towns including Rhinebeck, Milan, Saugerties, Kingston, New Paltz and more. LAST VERMONT CHRISTMAS features several local actors including Ann Osmond.

**REGIONAL PROMOTIONS: BROOKLYN**

<http://escapebrooklyn.com/updated-kingston-ny/>

This updated guide features some of Kingston's newest businesses—just in time for holiday shopping, dining and festive explorations of Ulster County's capital city.  
#UlsterForBusiness #KingstonNY ADD TAGS FOR SEVERAL BUSINESSES

**INDUSTRY SECTOR: SMALL BUSINESS, NEW PALTZ**

[https://www.dailyfreeman.com/news/local-news/la-charla-restaurant-strives-for-authenticity-over-standard-tex-mex/article\\_131cc3fa-d610-11e8-9a42-036ec0f678c6.html](https://www.dailyfreeman.com/news/local-news/la-charla-restaurant-strives-for-authenticity-over-standard-tex-mex/article_131cc3fa-d610-11e8-9a42-036ec0f678c6.html)

La Charla is celebrating their first anniversary with plenty of delicious, authentic Mexican food. Stop by for a meal and congratulate them! #UlsterForBusiness  
#newpaltzchamber

**INDUSTRY SECTOR: MANUFACTURING, CRAFT FOOD & BEVERAGE –  
INDIEGOGO CAMPAIGN**

<https://www.indiegogo.com/projects/quercus-cooperage#/>

The craft beverage explosion in the Hudson Valley is good news for Quercus Cooperage, one of just 33 cooperages in the U.S. Please lend your support, and share, so we can help John Cox expand to meet the demand. #UlsterForBusiness  
#nydistilled

**SMALL BUSINESS: SOCCER TEAM IN KINGSTON**

<http://www.stockadefc.com/store/>

Great fun, great bargain! 2019 Season Tickets and gifts for the soccer-lovers in your life are on sale now. Sign up for their email list—spring tryouts are just around the corner. #UlsterForBusiness #dens #Foursquare #StockadeFC

**SMALL BUSINESS: JOB FAIR**

<https://www.facebook.com/events/2000068353625857/>

Recruiters for the U.S. Census, Emerson Resort & Spa, Best Western Plus and others in the healthcare, hospitality and other industries are recruiting at this December 4 Job Fair. #UlsterForBusiness

**SMALL BUSINESS: LOCAL PURVEYORS, GIFTS**

<http://www.stick2local.com/hudson-valley-presents/>

This is the perfect local gift for anyone who wants to give a gift basket this time of year. Each basket includes a Maker Story from the Ulster County farmer, chef, artist or maker who created your gift! #UlsterForBusiness

**INDUSTRY SECTOR: MANUFACTURING – PROFILE ON AMETEK**

[https://www.councilofindustry.org/wp-content/uploads/2018/10/HV Mfg 2018 Fall p30 ametek-rotron.pdf](https://www.councilofindustry.org/wp-content/uploads/2018/10/HV_Mfg_2018_Fall_p30_ametek-rotron.pdf)

AMETEK Rotron in Woodstock was founded in 1947, and is adding an entire new second shift of workers. Their workforce includes skilled engineers, manufacturing processors, material handlers, CNC handlers, fitters, painters, wiremen and quality testers. Learn more in this feature article. #UlsterForBusiness

**NYS GRANTS AWARDED FOR WATER INFRASTRUCTURE IMPROVEMENTS IN KINGSTON AND ESOPUS**

<https://www.governor.ny.gov/news/governor-cuomo-awards-more-49-million-grants-water-infrastructure-improvements-mid-hudson>

Two municipalities received significant NYS funding for water infrastructure improvements, laying the groundwork for future prosperity, regional growth and safe, healthy communities: City of Kingston (\$1,975,000) and Town of Esopus (\$2,237,400). #UlsterForBusiness

**INDUSTRY SECTOR: MANUFACTURING, ARTS**

<https://hudsonvalleyone.com/2018/11/18/kingston-arts-revival-drives-manufacturing/>

Kingston is a community of arts-related businesses—88 of them and counting—including fabricators, graphic designers, sign makers, metal and wood workers, neon artists, jewelers and many other artisans. #UlsterForBusiness #madkingston

**INDUSTRY SECTOR: TECHNOLOGY**

[https://www.ncwit.org/sites/default/files/resources/btn\\_04042018\\_web.pdf](https://www.ncwit.org/sites/default/files/resources/btn_04042018_web.pdf)

A quick look at Women and Information Technology: By The Numbers. If you want to bring your tech business to Ulster County, give us a call at (845) 340-3556 to discuss locations, networking, funding and staffing. #UlsterForBusiness #ncwit #WCW

**INDUSTRY SECTOR: TECHNOLOGY, ARTS**

<https://heisel.co>

Hudson Valley women in STEM! Fashion designer Sylvia Heisel—one of the Top 100 Women in Wearable and Consumer Tech—wants to add your names (current or historic) to a 3D printed dress she’s creating for a sustainable fashion exhibition at the Ferragamo Museum in Italy. Contact her for details: [Sylvia@sylviaheisel.com](mailto:Sylvia@sylviaheisel.com)

**INDUSTRY SECTOR: CRAFT FOOD & BEVERAGE, MANUFACTURING  
POST WITH PHOTO OF LISA PROTTER**

<http://www.organicnectars.com>

We had a great tour of Lisa Protter’s award-winning business, Organic Nectars. You can find her products in local stores or order direct—cashews, agave syrup, raw cacao chocolate, gojiberries, yum! #UlsterForBusiness #cashewtopia #organicnectars

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

**REGIONAL BUSINESS: OFFICE SPACE NEEDED**

**Posted Tuesday, Oct 23 at 2 p.m.**

<http://mykingstonkids.com/home>

MyKingstonKids, an amazing local non-profit organization, is seeking a donated, unfurnished office space in Kingston starting @ November 1 for 6-12 months. Large enough for 3-4 desks. Internet access preferred. Hours of operation: Monday-Friday 9 to 5 or 6 p.m. with 1-2 visitors daily. Contact Frank Waters, Director, at [fwatsonline@yahoo.com](mailto:fwatsonline@yahoo.com) or (945) 282-0182. #MyKingstonKids #UlsterForBusiness

**REGIONAL EVENT, CRAFT FOOD & BEVERAGE SECTOR**

**Posted Tuesday, Oct. 30 at 11:38 a.m.**

So many amazing Ulster County food and beverage makers at the HV Taste NY event today. Love seeing Fruition Chocolate, Tuthilltown, Grok Bites, Nancy's Artisanal and so many more. #UlsterForBusiness #tasteny #TasteFruition #Tuthilltown #GrokBites

**BUSINESS SECTOR: FILMMAKING AND LOCAL JOB OPENING**

**Scheduled for Mon, Oct. 29 at 1 p.m.**

<https://www.stockadeworks.org/jobs/>

Stockade Works in Kingston is seeking a passionate and experienced Program & Administrative Manager. Apply today—don't miss this exciting opportunity. #UlsterForFilm #StockadeWorks

**SMALL BUSINESS SKILL SETS**

**Scheduled Sun, Nov 4 at noon**



Are you ready for the busy 2018 holiday shopping season? Upswings in e-commerce and mobile sales are predicted, and it all starts during Thanksgiving week.  
<https://s3.amazonaws.com/mentoring.redesign/s3fs-public/SCORE-infographic-small-business-holiday-prep.pdf> #UlsterForBusiness

### **BUSINESS SKILL SETS: NINE VIRTUAL CONFERENCES**


**Scheduled Mon Nov 5 at noon**

<https://onlinexperiences.com/scripts/Server.nxp?LASCmd=AI:4:F:QS!10100&ShowUUID=EF5B1593-A5A3-44E1-8C2E-1F0CF254A2FF&AffiliateData=scorewebsite>

On November 8, nine free educational webinars for small business owners will be live-streamed on topics ranging from credit strategies and hiring hazards to choosing a perfect location and small business loans. If you have business questions, call (845) 340-3556. We can help. #UlsterForBusiness #SCOREmentors

### **BUSINESS SKILL SETS: REGIONAL TRAININGS OJT AND WOTC**

**Scheduled Wed, Oct 31 at noon**



The Ulster County Career Center is offering two other Presentations that could be of interest to you.

**The On-the-Job Training Program**  
November 15, 2018, 1 PM

**Work Opportunity Tax Credits and The Federal Bonding Program**  
December 4, 2018, at 2 PM

Learn how these programs could help offset some of the costs of hiring new employees.

*What are the advantages of each program?*  
*What paperwork is involved?*  
*What are the firm's responsibilities?*

Both of these presentations will take place at the Ulster County Career Center, 521 Boices Lane, Kingston, NY 12401  
Please call 845-340-3170 to reserve a seat

Local businesses! Register today for two free Kingston training programs to help offset the costs of hiring new employees: On-the-Job Training and Work Opportunity Tax Credits/Federal Bonding. Call (845) 340-3170 to reserve your seat. #UlsterForBusiness



**INDUSTRY SECTOR: TECHNOLOGY AND JOB OPENING**

**Scheduled Tues Oct 30 at noon**

<https://apply.interfolio.com/56232>

Opening for Developer for Digital Arts and Humanities at Bard College. Application deadline is November 2. Seeking creative, versatile software developer to design, build and support next-gen applications for projects at interdisciplinary center.  
#UlsterForBusiness #BardCollege

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

**Scheduled Sat, Nov 3 at noon**



october 29–november 11

3 COURSES • \$22.95 LUNCH • \$32.95 DINNER



<https://www.valleytable.com/hvrw>

It's Hudson Valley Restaurant Week—time to make your reservations and try a few restaurants. You'll find a cornucopia of delicious menus, all celebrating our bountiful harvest season! <https://www.valleytable.com/hvrw> #UlsterForBusiness #tasteny #HVRW #valleytable

**BUSINESS SKILL SETS: FUNDING, LOW INTEREST LOANS IN WOODSTOCK**

**Scheduled Thurs Nov 1 at noon**



The new Woodstock branch of Bank of Greene County has made a \$5 million pledge to community businesses. For more details, please visit

<https://www.thebankofgreenecounty.com/business-banking/commercial-lending/>

Call us at (845) 340-3556 if you need help with your application.

#UlsterForBusiness

**BUSINESS SKILL SETS: AWARDS COMPETITION**

Social Media Posts 10.26.18  
Debra Bresnan for UCEDA

4

**Scheduled Fri, Nov 2 at noon**

<https://www.fastcompany.com/apply/world-changing-ideas>

Do you have an innovative product, concept, company, policy or design? *Fast Company's* "3<sup>rd</sup> Annual World Changing Ideas" contest includes 17 categories, such as food, AI & data, apps, developing world technology, energy, consumer products and more. Need help with your application entry? Call us at (845) 340-3556.  
#UlsterForBusiness

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

**INDUSTRY SECTOR: FILMMAKING**

**Posted Thurs, Nov 1 – and revised Nov 5**

<http://nyslovesfilm.tumblr.com/post/179622839293/production-hires-and-spending-up-in-first-three>

Feature films, television series and pilots are exploring Ulster County and the entire Hudson Valley like never before, including one exciting action shot of the Amazon pilot, "Panic," at Minnewaska State Park. #UlsterForFilm #NYSFILM #Mike\_Faist #AmazonStudios

<https://deadline.com/2018/08/panic-olivia-welch-mike-faist-ashlei-sharpe-chestnut-cast-amazon-ya-pilot-1202453762/>

**INDUSTRY SECTOR: CRAFT FOOD & BEVERAGE, REGIONAL EVENT**

**Scheduled for Mon, Nov 5 at 11:30 a.m.**

<https://www.instagram.com/p/BpxVmDzhA1X/>

Please join the Office of Economic Development at this delicious Indian dinner on Wednesday evening at SUNY New Paltz! #tasteny #UlsterForBusiness #gopalfarm #newpaltz

**INDUSTRY SECTOR: TECHNOLOGY + NETWORKING/BUSINESS SKILLS**

**Scheduled for Tues, Nov 6 at 11:15 a.m.**

The 1st five Ulster County women to email oed@co.ulster.ny.us will win free admission to this exciting NYC event! Learn, network and seize the competitive tech edge you need to boost your career. Everyone else can use code: ULSTERCOUNTY for \$50 off your ticket. Visit our #UlsterForBusiness exhibit while you're there. #techupforwomen

**REGIONAL EVENT: NETWORKING**

**Scheduled for Tues, Nov 6 at noon**

<https://emersonresort.com/community-week-2018/>

Thinking of making a business move to Ulster County? Come visit The Emerson this week and give us a call at (845) 340-3556 to explore sites, funding and networking opportunities. #UlsterForBusiness #emersonresort

**BUSINESS SITES**

**Scheduled for Thurs, Nov 8 at 2 pm**

[https://www.chronogram.com/hudsonvalley/the-fuller-building-reborn/Content?oid=6685099&mc\\_cid=5296094be6&mc\\_eid=0db1decc04](https://www.chronogram.com/hudsonvalley/the-fuller-building-reborn/Content?oid=6685099&mc_cid=5296094be6&mc_eid=0db1decc04)

Are you looking for an affordable office or studio space in Kingston? This restored factory is a prime midtown location at \$1/square foot. Call us at (845) 340-3556 to tour more Ulster County business sites. #UlsterForBusiness #madkingston

**INDUSTRY SECTOR: CRAFT FOOD & BEVERAGE, FUNDING**

**Scheduled for Fri, Nov 9 at noon**

<https://esd.ny.gov/new-farmers-grant-fund-program>

Farmers! If you're in your first decade of owning a farm operation, NYS is offering grants (\$15K to \$50K) for purchase of machinery/equipment, supplies and/or physical improvements or construction. Deadline: January 25, 2019. Need help with your application? Call us at (845) 340-3556. #tastyeny #UlsterForBusiness #EmpireStateDev

**INDUSTRY SECTOR: CRAFT FOOD & BEVERAGE, NETWORKING**

**Scheduled for Wed, Nov 14 at noon**

<http://www.rondoutvalleygrowers.org/event/youre-invited-2018-wine-harvest-dinner-december-1-stone-ridge/>

Celebrate the harvest's bounty with selected wines and a feast prepared by local chefs. Support the Rondout Valley Growers Association. RSVP by Nov. 19. #tastyeny #UlsterForBusiness

**TRADE/APPRENTICESHIP: TRAINING PROGRAM IN SAUGERTIES**

**Scheduled for Mon, Nov 12 at noon**

<https://www.linemeninstitute.com/>

Interested in becoming a journeyman lineman? According to Bureau of Labor Statistics, employment of electric power line installers/repairers will grow 14% by 2026. A 15-week pre-apprentice training program begins January 7, 2019 in Saugerties. Call (845) 247-7393 to get started. #lineinstitute #UlsterForBusiness

**FINANCING: CLEAN ENERGY**

**Scheduled for Tues, Nov 13 at noon**

<http://www.energizeny.org/announcements/detail/energize-ny-now-offers-two-pace-financing-products>

[http://energizeny.org/images/uploads/press release 181031.pdf](http://energizeny.org/images/uploads/press%20release%20181031.pdf)

<http://energizeny.org/>

Commercial/non-profit building owners, make the move to clean energy! Two long-term Property Assessed Clean Energy (PACE) financing products to expand energy efficiency and renewable energy improvements are available in member municipalities. #EnergizeNY #UlsterForBusiness

**BUSINESS EXPANSION, NATIONAL MEDIA**

**Scheduled for Thurs, Nov 8 at noon**

<https://www.usnews.com/news/best-states/new-york/articles/2018-10-28/ny-announces-9m-investment-in-catskills-ski-area>

NYS is investing \$9 million in the Belleayre Mountain Ski Resort. More than 140,000 people visited last winter: The funding will be used to upgrade the popular lodge to accommodate year-round visitors. #UlsterForBusiness

**INDUSTRY SECTOR: MANUFACTURING, CAREERS FOR WOMEN**

**Scheduled for Wed, Nov 7 at noon**

<http://www.areadevelopment.com/skilled-workforce-STEM/workforce-q2-2018/increasing-the-ranks-of-women-in-manufacturing.shtml>

It's time to increase the ranks of women in the manufacturing field, particularly leadership. Today's manufacturing jobs use technologically advanced machinery, exist in a culture of innovation, and offer employees a chance to make a difference. #UlsterForBusiness #WCW

**BUSINESS SKILL SETS: AFTER A JOB INTERVIEW**

**Scheduled for Fri, Nov 9 at 2 pm**

<http://time.com/money/5433071/thank-you-email-after-job-interview/>

It's important to say thank you, but that's not enough. Take some advice from the experts about how to make a (positive) lasting impression. #UlsterForBusiness

**INDUSTRY SECTOR: CRAFT FOOD & BEVERAGE, MANUFACTURING**

**Scheduled for Sun, Nov 11 at noon**

<https://www.nbcnews.com/business/consumer/now-you-can-minor-bourbon-kentucky-where-else-n917871>

Ulster County distilleries take note: The Kentucky Distillers' Association says bourbon's economic impact totals \$8.5 billion in KY. The booming bourbon business has inspired an undergraduate course, "Bourbon Studies," to meet the demands of hospitality/events management and increase ROI. #UlsterForBusiness #tasteny #nydistilled

**REGIONAL EVENT: ART AND HISTORY OF ASHOKAN RESERVOIR**

**Scheduled for Sat, Nov 10 at noon**

<https://www.eventbrite.com/e/requiem-for-ashokan-the-story-told-in-landscape-w-artist-kate-mcgloughlin-tickets-48972457940>

The Ashokan Center's Catskill Conversations series continues with painter and printmaker Kate McGloughlin's multimedia event about the communities displaced to create the Ashokan Reservoir, source of water for NYC and one of the Catskills' most beautiful locations. #TheAshokanCtr

**INDUSTRY SECTOR/BUSINESS SKILL SETS: CRAFT FOOD & BEVERAGE**

**Scheduled for Wed, Nov 7 at 1 pm**

<http://ulster.cce.cornell.edu/events/2018/11/12/annie-s-project-business-education-for-farm-women>

Farm women! The first of four Business Education sessions begins Nov. 12. Focus on management, financial skills, land/farm infrastructure and managing for transition. \$100 for entire series; \$35/session. #UlsterForBusiness #WCW

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

**PROMOTION OF UFB CONFERENCE APPEARANCE**

**Posted Tues, Nov 6 with photo**

The 1st five Ulster County women to email oed@co.ulster.ny.us will win free admission to this exciting NYC event! Learn, network and seize the competitive tech edge you need to boost your career. Everyone else can use code: ULSTERCOUNTY for \$50 off your ticket. Visit our #UlsterForBusiness exhibit while you're there. #techupforwomen

**Posted 6 posts on Thursday, Nov 16 throughout the day with 13 photos**

Ashley Knox of Ulster County's Go Beyond Greatness is at #techupforwomen! #UlsterForBusiness <http://gobeyondgreatness.org>

We're meeting so many cool people at our #UlsterForBusiness exhibit today! #techupforwomen

Fascinating speakers! These two women emphasized the importance of serving on boards as one way to build your resume and business skill sets. #techupforwomen #UlsterForBusiness

Financial analysts who love biking in Ulster County! #techupforwomen #UlsterForBusiness

We're at #techupforwomen today -- stop by our booth! Ask us about tech-friendly Ulster County. #UlsterForBusiness

Noel Mayforth Carroll of The Carroll Group stopped by our #UlsterForBusiness booth this morning at #techupforwomen, NYC. Great speakers and a packed house!

**NATIONAL NEWS: REGIONAL PROMOTION**

**Posted Monday, Nov 19 at noon**

<https://www.ispot.tv/ad/dgNj/subaru-nat-geo-wild-photojournalists-and-parents?fbclid=IwAR3F804dau1vTxM2L5ZLCl8UICwAcjZjCS7vvjAqQo8jYrrulgH0drqYX84>

This Subaru ad has some gorgeous shots of the area around New Paltz! Ready to relocate your business in Ulster County? You'll find more than just beauty and quality of life. Call us at (845) 340-3556 to talk about business sites, funding incentives and your staffing needs. #UlsterForBusiness #newpaltzchamber

**BROOKLYN PROMOTION: KINGSTON**

**Posted Sunday, Nov 18 at noon**

<https://brooklynbased.com/2018/11/07/weekend-kingston-ny-where-stay/>

While the Hudson Valley has always had a strong artistic community, Kingston is unique in its deliberate zoning and programming meant to attract, house, and retain working artists and craftspeople. #UlsterForBusiness #StockadeWorks #LiteBriteNeon #madkingston

**INDUSTRY SECTOR: FILMMAKING**

**Posted Friday, Nov 16 at 1 p.m.**

<https://www.poughkeepsiejournal.com/story/entertainment/2018/11/06/welcome-marwen-carell-zemeckis-film-portrays-ulster-man/1890639002/>

Ulster County resident Mark Hogancamp's life is the inspiration for a Hollywood film starring Steve Carell. An exhibit of Hogancamp's photos is at #bluecashew in Kingston through November 17. #UlsterForFilm #NYSFILM #WoodstockFilm

**INDUSTRY SECTOR: CRAFT FOOD & BEVERAGE, REGIONAL EVENT**

**Posted Saturday, Nov 17 at noon**

<http://rosendalechamber.org/pickle-festival>

Pucker up! The 21st Annual Picklefest on November 18 draws more than 100 vendors to the Rosendale Rec Center. Pickling Contests—and the Pickle Triathlon—are always crowd pleasers. #RosendalePickleFestival #UlsterForBusiness #tastyeny

**REGIONAL EVENT: NEW PALTZ**

**Posted Friday, Nov 16 at 11 a.m.**

<https://www.roostcoop.org/rsvp>

Call for Artists to participate in the 3<sup>rd</sup> Annual Community Art Gala at Roost Studios, catered by The Village Tea Room in New Paltz. Drop your work off November 15-18 for a month long exhibition. #newpaltzchamber #UlsterForBusiness

**BUSINESS SKILL SETS: RESUME**

**Posted Tuesday, Nov 20 at noon**

<https://cdn.theladders.net/static/images/basicSite/pdfs/TheLadders-EyeTracking-StudyC2.pdf>

When you've got six seconds to make a good first impression on paper (or screen), this research study offers pertinent advice based on gaze tracking technology. #UlsterForBusiness

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

**BUSINESS SKILL SETS/EVENTS: SMALL BUSINESS SATURDAY**

**Posted Wednesday, Nov 21 at 2 pm**

<https://www.entrepreneur.com/article/285606>

These relationship-building ideas work well for small businesses all year long. Try one or two this Small Business Saturday and plan ahead for next year. #SmallBizSat #ShopSmall #UlsterForBusiness

**HOLIDAY GREETINGS**

**Posted Thursday, Nov 22 at 12:01 am**

(with Cornucopia image)

Happy Thanksgiving from all of us at #UlsterForBusiness!

**INDUSTRY SECTOR: MANUFACTURING/CRAFT FOOD & BEVERAGE**

Post with photo

**Posted Wednesday, Nov 21 at 1 pm**

Following their recent capture of several International Chocolate Awards at the 2018 World Finals in Italy, Dahlia Graham and her team at Fruition Chocolates in Shokan are busy shipping holiday orders! #TasteFruition #ChocolateAwards #UlsterForBusiness

<https://www.internationalchocolateawards.com/2018/11/world-final-winners-2018/>

**INDUSTRY SECTOR: MANUFACTURING**

**Posted Saturday, Nov 24 at noon**

<http://www.careers.councilofindustry.org/jobs>

Apply today! The Council of Industry's NYS Registered Apprenticeship Program offers nationally recognized accreditation in eight trades: Machinist (CNC), Electro-Mechanical Technician, Electronics Technician, Maintenance Mechanic, Quality Assurance Auditor, Toolmaker, Welder, and Industrial Manufacturing Technician. #HVmanufacturing #UlsterForBusiness

**REGIONAL ECONOMY**

**Posted Monday, Nov 26 at noon**

[https://www.dailyfreeman.com/news/local-news/employment-totals-rise-in-most-of-mid-hudson-valley-and/article\\_6d6d00d0-e903-11e8-ac01-8734bff0899b.html](https://www.dailyfreeman.com/news/local-news/employment-totals-rise-in-most-of-mid-hudson-valley-and/article_6d6d00d0-e903-11e8-ac01-8734bff0899b.html)

Ulster County added 1,500 private sector jobs (a 3% gain) and the nonfarm job total rose by 1,400 (2.1% increase), according to a new employment report by the NYS Department of Labor. We can help you find the right people for your jobs—just call us at (845) 340-3556. #UlsterForBusiness



**INDUSTRY SECTOR: MANUFACTURING/CRAFT FOOD & BEVERAGE –  
WAREHOUSING & DISTRIBUTION**

**Posted Wednesday, Nov 28 at noon**

[https://nyspro.ogs.ny.gov/sites/default/files/2197-Tm40\\_324.pdf](https://nyspro.ogs.ny.gov/sites/default/files/2197-Tm40_324.pdf)

Does your business provide warehousing and distribution? The NYS Office of General Services, Division of Food Distribution, is accepting vendor bids until January 10, 2019. If you need help with your application, please call us at (845) 340-3556. #UlsterForBusiness

**REGIONAL DESTINATION: HIGHLAND**

**Posted Tuesday, Nov 27 at noon**

[https://m.youtube.com/watch?v=TuufU4\\_4dlQ](https://m.youtube.com/watch?v=TuufU4_4dlQ)

The #2 family resort in the U.S. – Rocking Horse Ranch Resort – is right here in Ulster County. Visit their new website and book your getaway!  
[www.rockinghorseranch.com](http://www.rockinghorseranch.com) #UlsterForBusiness #newpaltzchamber #RHRanch

**INDUSTRY SECTOR: TECHNOLOGY**

**BUSINESS SKILL SETS**

**Posted Sunday, Nov 25 at noon**

<https://www.fastcompany.com/90265244/the-first-female-product-manager-at-google-built-a-non-profit-to-combat-the-sexism-in-tech>

If you're a woman in tech, and are looking for opportunities here in Ulster County, give us a call at (845) 340-3556. We have connections with local firms seeking talented workers--and can help with funding and locations if you want to set up your own shop here. #UlsterForBusiness

**BUSINESS SKILL SETS: PRODUCTIVITY**

**Posted Sunday, Nov 25 at 11 a.m.**

<https://www.fastcompany.com/90264623/9-ceos-share-their-favorite-productivity-hacks>

CEOs work an average of 62 hours a week—and attend 37 meetings. Learn how nine of them use their time more productively. #UlsterForBusiness

**INDUSTRY SECTOR: CRAFT FOOD & BEVERAGE**

**Posted Wednesday, Nov 21 at 3pm**

<https://www.facebook.com/events/652117611852259/>

Chefs and restaurateurs! Register now for a Vegan Wine & Cooking Demo at Watergrasshill Bed & Breakfast in New Paltz. 51% of U.S. chefs have embraced vegan options and this trend is growing. Don't miss out. #UlsterForBusiness #tasteny

## **BUSINESS SKILL SETS: TRAINING, NETWORKING, GOAL-SETTING, CAREER READINESS**

**Posted Friday, Nov 23 at noon**

[https://www.dailyfreeman.com/news/local-news/program-helps-students-find-their-greatness/article\\_735a2636-d1a6-11e8-9bb1-afae6b05d122.html](https://www.dailyfreeman.com/news/local-news/program-helps-students-find-their-greatness/article_735a2636-d1a6-11e8-9bb1-afae6b05d122.html)

A new generation of Ulster County students is preparing to make future career choices. Local businesses and educational institutions are involved – are you? Visit <http://gobeyondgreatness.org> to learn more.

## **REGIONAL EVENT/LOCAL MAKERS: MADE IN KINGSTON**

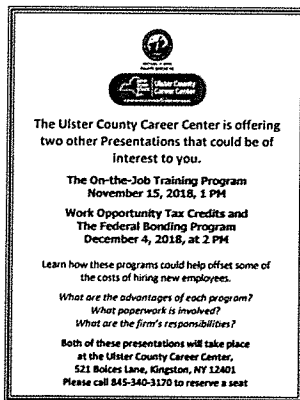
**Posted Thursday, Nov 29 at noon**

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

The 6<sup>th</sup> Annual celebration of Kingston's maker community returns to The Metro on December 6. More than five dozen artists, businesses and organizations sell their work, plus there's a fine art gallery, food/beverages and live music, too. Free, open to the public and festive! #UlsterForBusiness #StockadeWorks #madeinkingston #madkingston

## **BUSINESS SKILL SETS: REGIONAL TRAINING**

**Posted Thursday, Nov 22 at noon**



On December 4, The Ulster County Career Center is presenting a free workshop that may save your business money. Learn about Work Opportunity Tax Credits and The Federal Bonding Program. Reserve your seat today! Call (845) 340-3170.  
#UlsterForBusiness

## **Are You Trying to Create a Better Work/Life Balance?**

Just 90 miles north of NYC, business leaders and entrepreneurs are successfully managing their businesses, raising families and enjoying a better quality of life in Ulster County, all at a lower cost. Upstate communities, including the City of Kingston, Woodstock, New Paltz, Phoenicia, Saugerties and Ellenville, all support and nurture enterprising businesses. In today's networked world, an increasing number of professionals are learning that relocating to Ulster County means liberation, success, enjoyment, profit and peace of mind.

The Ulster County Office of Economic Development provides the expertise and resources needed to establish, relocate or expand your business upstate. We can help you secure a site, explore funding opportunities, make essential business connections, meet staffing needs and ensure success. Please stop by our #UlsterForBusiness booth and talk with us about improving your work/life balance. We'll have a basket of local Hudson Valley apples and you can also sign up for a chance to win a weekend getaway in Ulster County!

Urban, suburban and totally off-the-grid (with wi-fi), Ulster County has it all!

Suzanne Holt - Director  
UlsterForBusiness.com  
(845) 340-3556

To Andrea Greggo << [andrea@fusionlab.io](mailto:andrea@fusionlab.io) >> who won the night at the Emerson:

**SUBJECT LINE: You won the #UlsterForBusiness drawing for a free night at The Emerson Resort & Spa**

Dear Andrea,

It was nice to meet you at the [#UlsterForBusiness](#) exhibit at Tech Up For Women on November 15. I hope you had a great time and made valuable connections while you were there at the conference.

I am pleased to let you know you have won the free night at the [Emerson Resort & Spa](#) in Mount Tremper, NY!

Please contact << NAME AND EMAIL ADDRESS AND PHONE NUMBER AT THE EMERSON?? >> << OR MENTION CODE ### WHEN YOU CALL TO BOOK YOUR STAY?? >> to book your stay at this gorgeous Ulster County venue.

Once you know when you are coming to The Emerson, please be in touch with my office. We would love to show you around while you're here and answer any questions you have about relocating or expanding your business to Ulster County. We have many locations in The Catskills—from small office spaces to large manufacturing facilities—and it's very affordable to work and live here. Our thriving community of entrepreneurs and tech businesses is very welcoming, and we can make introductions to all the professionals and services you need to make your business move a success.

I'd love to chat with you about your plans. I took a look at your [fusionlab.io](http://fusionlab.io) website and your platform for app development is very intriguing. I hope you will consider making a business move to Ulster County!

Sincerely,

Suzanne Holt  
Director – Office of Economic Development  
Ulster County Executive's Office  
desk - 845-334-5596  
cell - 845-332-5053  
[shol@co.ulster.ny.us](mailto:shol@co.ulster.ny.us)

**To the other people on this list – to let them know that they didn't win but we'd still love to show them around and find the perfect place for them to relocate their business:**

**SUBJECT LINE: Ulster County is the perfect location for your next business move**

Dear << PERSONALIZED >> ,

It was nice to meet you at the [#UlsterForBusiness](#) exhibit at Tech Up For Women on November 15. I hope you had a great time and made valuable connections while you were there at the conference.

Thank you for entering our drawing for the free night at the [Emerson Resort & Spa](#) in Mount Tremper, NY. Though your name was not selected, I encourage you to stay in touch with my office.

We would love to show you around the next time visit Ulster County and are happy to answer any questions you have about setting up or relocating your business to Ulster County. We have many locations here in The Catskills—from small office spaces to large manufacturing facilities—and it's very affordable to work and live here. Our thriving community of entrepreneurs and tech businesses is very welcoming, and we can make introductions to all the professionals and services you need to make your business move a success.

I'd love to chat with you about your plans—and hope you will consider making a business move to Ulster County!

Sincerely,

Suzanne Holt  
Director – Office of Economic Development  
Ulster County Executive's Office  
desk - 845-334-5596  
cell - 845-332-5053  
[shol@co.ulster.ny.us](mailto:shol@co.ulster.ny.us)

**To the Emerson to thank them for donating the night and helping us with this campaign:**

**SUBJECT LINE: Thank you from The Ulster County Office of Economic Development / UlsterForBusiness**

Dear << PERSONALIZED >> ,

Thank you for donating a free night at The Emerson Resort & Spa for our drawing at the #UlsterForBusiness exhibit at the Tech Up For Women conference in NYC on November 15.

The winner was tech entrepreneur Andrea Greggo, and I have advised her to get in touch with your office to book her stay.

I appreciate your help with our ongoing campaign to raise awareness about the advantages of doing business here in Ulster County. The Emerson is a perfect location to introduce business owners to the beauties of The Catskills—and to entice them to establish, expand or relocate their business here.

Thank you!

Suzanne Holt  
Director – Office of Economic Development  
Ulster County Executive's Office  
desk - 845-334-5596  
cell - 845-332-5053  
[shol@co.ulster.ny.us](mailto:shol@co.ulster.ny.us)

## SPONSORED AD TO PROMOTE LOCAL BUSINESS REGISTRY

Local Film Producers Need Equipment Rentals, Lodging, Catering, Hair Stylists, Make-Up Artists, Landscaping, Dry Cleaning & Many More Services. Make It Easy For Film Makers To Find You—Register Now!

WHAT IMAGES ARE WE CONSIDERING?

Click through link to registry

<https://ulsterforfilm.com/production-resources>

Below image:

UlsterForFilm.com  
ULSTERCOUNTYNY.GOV

LEARN MORE BUTTON

Ulster County Is Camera Ready!

XXXXX

## SPONSORED AD TO PROMOTE ULSTER COUNTY TO FILMMAKERS

From A-Listers To Indies, Filmmakers Have Discovered Ulster County Is The Best, Most Affordable Place To Make Films In NYS. We Offer Tax Incentives Up To 45%, Stunning Locations And Experienced Talent—Come Make Your Next Film Here!

Click through link to Camera Ready video

<https://ulsterforfilm.com>

Below image:

UlsterForFilm.com

ULSTERCOUNTYNY.GOV

LEARN MORE BUTTON

**Ulster County Is Camera Ready!**



**FOR IMMEDIATE RELEASE**

October 30, 2018

Contact:

[oed@co.ulster.ny.us](mailto:oed@co.ulster.ny.us)

845.340.3556

**VFT Solutions Named One of 15 “Most Fundable Companies”  
by Pepperdine Graziadio Business School**  
*Ellenville-Based Company Achieved #8 Ranking Following Competition  
With Thousands of U.S. Companies*

Kingston, NY—Ulster County Executive Mike Hein [[and The Ulster County Office of Economic Development (UCOED)??]] is/are pleased to announce(s) VFT Solutions, Inc. in Ellenville earned a #8 ranking on the Pepperdine Graziadio Business School’s first annual “Most Fundable Companies List.” VFT Solutions, a cyber-security/broadcast media company founded by Wayne Lonstein, Esq. and Julie Cohen Lonstein, Esq., prevailed against thousands of early stage U.S. companies with less than \$10 million in annual revenue. Fifteen companies were selected to subsequently showcase their businesses before potential investors.

**Ulster County Executive Mike Hein**

“I congratulate Wayne and Julie, the founders of an impressive Ellenville-based tech company, for capturing this highly competitive award from Pepperdine,” said County Executive Mike Hein. “As one of just 15 nationwide early-stage start up companies recognized as worthy of serious investor consideration, VFT is poised to have a significant impact on the global cyber-security and broadcast media marketplace. This company is a fantastic example of why Ulster County is a tremendous place to establish a technology business: We offer great locations, high quality staffing, a tech-savvy community and all the business foundations needed for success.”

**Julie Cohen Lonstein, COO, VFT Solutions, Inc.**

“We are a small company with big ambitions. Recognition as an investable startup helps improve our funding prospects and brings us one step closer to achieving market leadership,” said Julie Cohen-Lonstein, COO, VFT Solutions, Inc., who also serves as Chairperson of the Ulster County Economic Development Alliance, Inc. (UCEDA). “Small business ingenuity is the life blood of the U.S. economy, and we are excited to have this opportunity to showcase our business before investors.”

VFT Solutions is considered a leader in the protection, monetization and understanding of Live Streaming (“Nano) Piracy in a multi-billion dollar industry that includes many of the largest entertainment, sports and broadcasting companies in the world. VFT Solutions was founded in 2012, and was a direct result of Wayne Lonstein’s more than 30 years of experience in litigation helping his clients protect their content against internet piracy. The upsurge of new streaming services—such as Instagram TV, Facebook Live, YouTube Live and Periscope—has widened

opportunities for anonymous access, creating a growing threat for companies that wish to protect their assets from illegal access. In 2017, anti-piracy consulting firm Muso reported online users made 300 billion visits to piracy sites.

Using its patented VLA® technology, VFT can automatically identify and document—and even communicate in real-time with—illegal social media streams and viewers, and provide viewers with a price for a legal access option. VFT has recovered hundreds of millions of dollars lost to piracy while converting tens of thousands of pirates to legal customers. Its clients include satellite providers and Pay-Per-View (PPV) companies such as the Ultimate Fighting Championship® (UFC®). UFC is the world's largest PPV event provider in the world, with mixed martial arts programming available in more than 354 million homes, more than 145 countries and in 19 different languages.

The Pepperdine Graziadio Business School's Most Fundable Companies initiative evaluated thousands of companies to determine their readiness for private investment using a multi-phase assessment. Approximately 100 companies were selected for semi-final analysis, including financial projections, market opportunity, intellectual property and strength of management team. The 15 winners of the inaugural 2018 Pepperdine Most Fundable Companies awards were profiled in the November print issue of *Entrepreneur* magazine.

The 2019 Pepperdine Most Fundable Companies competition is now open. Complete information, including information about the 2018 winners, is available here: <https://bschool.pepperdine.edu/lp/fundable-companies/>.

For more information about VFT Solutions, please visit [www.vft-solutions.com](http://www.vft-solutions.com).

###

Samm needs 3 different versions for Oct/Nov/Dec. I like the first 3 best.

This would be the best link to use I think:

<https://ulsterforfilm.com/production-resources>

**Lights! Camera! Business!** Ulster County film producers need equipment rentals, lodging, catering, dry cleaning, day care, landscaping, hair, make-up and other business services. Make it easy for them to discover you—register your business at UlsterForFilm.com today!

**Attention local businesses!** The film industry is hot in Ulster County. Local film producers need equipment rentals, lodging, catering, dry cleaning, day care, landscaping, hair, make-up and more. Register your business today at UlsterForFilm.com!

**Is your business camera-ready?** Film producers need equipment rentals, lodging, catering, dry cleaning, day care, landscaping, hair, make-up and other business services. Register your business at UlsterForFilm today to play your part, behind the scenes!

**Film producers need you!** Do you offer equipment rentals, lodging, catering, dry cleaning, day care, landscaping, hair, make-up and other business services? Register your business at UlsterForFilm today to play your part in Ulster County's thriving film industry.

**Film producers do business here!** Grab your piece of the lights, camera, action. Film producers need equipment rentals, lodging, catering, dry cleaning, day care, landscaping, hair, make-up and other business services. Register your business at UlsterForFilm.com so they find you!

*[ULSTER COUNTY OFFICE OF ECONOMIC DEVELOPMENT –  
“LOCAL BUSINESS SERVICES” :30 # 9984]*

**“LIGHTS. CAMERA. ACTION!**

*[SOUND OF CLAPBOARD]*

**... DID YOU KNOW YOUR BUSINESS CAN BENEFIT FROM ALL OF THE FILMS BEING SHOT IN THE HUDSON VALLEY? LOCAL FILM PRODUCTIONS NEED EQUIPMENT RENTALS, LODGING, CATERING, DRY CLEANING, DAYCARE, LANDSCAPING, HAIR, MAKE-UP AND MANY OTHER SERVICES. THAT’S WHY FILM MAKERS USE ULSTERFORFILM.COM TO FIND THE LOCAL RESOURCES THEY NEED. REGISTER YOUR BUSINESS AT ULSTER FOR FILM DOT COM TODAY, SO FILMMAKERS CAN EASILY FIND YOU. THAT’S ULSTERFORFILM.COM.”**