

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 – 31 posts

3 meetings with Suzanne

1 meeting with Evelyn re: social media, case studies

1 meeting with Rashida re: web content

Content for 9 GCTNorth Excursions

Promo for video (UC Welcomes Niche Manufacturers)

2 media releases (County Exec-GCTN; UCEDA-PCT/Ellenville

Ulster for Business website review & revision – ongoing

(43.50 hrs. @ \$70/hr. = \$3,045.00)

Payment Due Upon Receipt:

\$3,045.00

For work completed June 16 – July 16, 2018

Invoice #0605

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Please make check payable to:

Debra Bresnan

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Phone: 845.750.4708 • Email: debrabresnan@gmail.com

BUSINESS SEGMENT: FILM INDUSTRY WORKSHOP

<https://www.stockadeworks.org/workshop/the-art-of-movie-magic-budgeting>

THE ART OF MOVIE MAGIC: BUDGETING FOR FILM & TELEVISION

July 17 & July 19, Omega Institute. This two-day workshop—led by industry professional and producer Jonathan Burkhart (*I Dream Too Much; Peace, Love & Misunderstanding; Baby Steps*)—covers the fundamentals of Movie Magic, an industry standard platform of budgeting software, and offers expert guidance on budgeting approach, including research, scheduling and pro-tips. Pre-requisites: Understanding of film/TV budgeting, laptop, time to complete homework assignments between sessions.

BUSINESS SKILLS: CYBERSECURITY WORKSHOP

<https://fuzehub.com/hudson-valley-cybersecurity-workshop/>

New cybersecurity compliance requirements raise the stakes for manufacturers, and addressing them is a competitive necessity. NIST's 800-171 Cyber Security Standard, now a requirement for defense contractors, is being adopted across the board in the automotive supply chain; more manufacturers will soon be scrutinized. Will you be ready? David C. Stieren of NIST Manufacturing Extension Partnership (MEP) will be the keynote speaker at this July 26th "Hudson Valley Cybersecurity Workshop" at SUNY New Paltz.

BUSINESS SKILLS: MOTIVATION

+ DIRECT CALL TO ACTION TO CALL UCOED

<https://advice.shinetext.com/articles/10-things-that-steal-our-motivation-and-how-to-get-it-back/>

"Goal-setting, planning, organizing, and accountability structures are often touted as the big solution to demotivation and the silver bullet that will get you creative and productive again," says Cath Duncan. But, sometimes what you and your business need is direction, resources and networking with the right people to stoke up your motivational fire again. Read about these 10 types of demotivation, acquire useful strategies to help you stoke up your motivational fire again—and then contact the Ulster County Office of Economic Development for concrete resources and networking assistance to move forward.

HEALTHCARE AND TECHNOLOGY SEGMENT: TRAINING

<https://fuzehub.com/webinar-electronicseb2b/medicaldevices/>

Register now: On Thursday, July 26th, FuzeHub hosts a webinar discussion—"Advanced Electronics & Medical Devices"—about how the growth of electronics

integration into medical devices is being driven by the burgeoning digital health market and other factors. You'll hear from New York State and European companies with leading medical device innovations, as well as economic development organizations that are facilitating trans-Atlantic advanced electronics B2B connections.

CRAFT FOOD AND BEVERAGE SEGMENT: NEWS

<https://www.fastcompany.com/40587459/this-crazy-looking-robot-is-the-chef-at-a-new-burger-joint>

A new San Francisco restaurant is home to the world's first entirely robot-made burger, and the restaurant's co-founder and CEO, Alex Vardakostas, says his new chef/Rube Goldberg-like machine "is the first to fully transition any segment of food to automation." Keeping production costs low translates into being able to create a higher quality burger, he says, adding, "We want to democratize access to high-quality food."

NATIONAL INNOVATION COMPETITION

<https://www.fastcompany.com/apply/most-innovative-companies>

Last year, *Fast Company* recognized 350 organizations that are transforming industries and shaping society. Apply now through September 13 for consideration in this year's "Most Innovative Companies" competition covering 41 industry and regional categories. Companies selected will be featured in the March 2019 issue of the magazine.

Edited SH: Last year, Fast Company recognized 350 organizations that are transforming industries and shaping society. Apply now through September 13 for consideration in this year's "Most Innovative Companies" competition - and let us know if you would like assistance completing the application. Companies selected will be featured in the March 2019 issue of the magazine.

NATIONAL PUBLICATION ABOUT SAUGERTIES GALLERY

<https://www.architecturaldigest.com/story/best-antiques-in-hudson-saugerties-new-york>

Architectural Digest shines the spotlight on Jen Dragon's Cross Contemporary Art gallery in Saugerties!

NATIONAL MANUFACTURING DAY

<http://www.mfgday.com>

Manufacturing Day ☐ celebrates modern manufacturing to inspire future generations, and it occurs annually in October. Register with the site to access free event planning and execution resources and toolkits to make your event a success.

ULSTER COUNTY WELCOMES NICHE MANUFACTURERS! + PROMOTING OUR YOUTUBE CHANNEL

<https://www.youtube.com/watch?v=qepplQ5UOaE>

Did you know The Ulster County Office of Economic Development / Ulster For Business has a YouTube channel? Subscribe for free to watch all our videos, including our newest video profiling four of Ulster County's innovative niche manufacturers.

CRAFT FOOD AND BEVERAGE INSPIRING IDEAS 3D PRINTING AT SUNY NEW PALTZ

<https://www.facebook.com/InTheKnowInnovationAOL/videos/191287857567146>

[3/](#)

This chef creates amazing pastries using 3D printers. If you have a great idea for pastry molds—or almost anything else that inspires your imagination—the [3D Printing Center at SUNY New Paltz](#) can help you bring it to life.

SKILL SETS: PRODUCTIVITY AND GOOD MANAGEMENT

[https://ggsc.berkeley.edu/what we do/online courses tools/the science of happiness at work](https://ggsc.berkeley.edu/what-we-do/online-courses-tools/the-science-of-happiness-at-work)

The Science of Happiness at Work is a three-course professional certificate series that focuses on increasing happiness at work and boosting engagement, teamwork and productivity in your organization. Expert faculty members from UC Berkeley's Greater Good Science Center cover the hallmarks and benefits of a happy workplace and present research-based strategies to foster a workplace culture of happiness.

SKILL SETS: ORGANIZATIONAL DEVELOPMENT AND MOTIVATION

<https://hbr.org/2018/03/why-people-lose-motivation-and-what-managers-can-do-to-help>

Creating opportunities for self-expression and experimentation, and instilling a sense of purpose, activate what author Dan Cable calls “employee seeking systems.” The professor of organizational behavior at London Business School has written a new book, “Alive at Work: The Neuroscience of Helping Your People Love What They Do,” and his findings about our natural impulses to learn new skills and take on meaningful challenges are summarized here.

SKILL SETS: INNOVATIVE THINKING

<https://advice.shinetext.com/articles/your-next-big-idea-is-one-idle-break-away/>

Your Next Big Idea Is One 'Idle' Break Away

Research shows that a balance of linear thinking, which requires intense focus, with creative thinking borne out of idleness—and switching between them—seems to be the best way to do inventive, innovative work. If making space for idle, imaginative 'down time' worked for Einstein, Tesla and J.K. Rowling, it could work for you too.

SKILL SETS: THE EXIT INTERVIEW

<https://www.inc.com/marissa-levin/3-reasons-why-good-exit-interviews-are-important-to-your-culture-how-to-do-them-right.html>

Though it may not seem so on the surface, a departing employee opens doors for new ways of thinking and doing—and conducting exit interviews demonstrates that the leadership of your organization cares about what employees think. Exit interviews offer an opportunity to learn and to reinforce your organization's core values.

SKILL SETS: TRAVEL & PRODUCTIVITY

<https://thepointsguy.com/news/how-to-get-work-done-on-a-plane/>

How to Actually Get Work Done on an Airplane

You have perhaps envied them, those taskrabbits who remain supremely focused and get work done during the chaos of travel. With the insider tips and tricks outlined here, and a little planning ahead, you too could be one of those pros.

INDUSTRY SECTOR: FILMMAKING

<https://www.stockadeworks.org/workshop/sound>

Learn How to Work in a Film/TV Sound Department

A two-and-a-half day workshop—led by sound professionals Jan McLaughlin, Julie Stalker-Wilde and Teferra McKenzie—will be held at Stockade Works on August 3-5. Participants will create sound projects using industry standard equipment; learn TV/film set protocols; receive job seeking tips and information about audio communities, unions and organizations; and gain references for sound utility positions on upcoming non-union film productions. Scholarships are available. Application deadline is Thursday, July 12 at 5 p.m. Workshop participation is limited to 20 people.

LOCAL NETWORKING

<https://www.facebook.com/YoungUlsterProfessionals/>

On Tuesday, July 17, an evening of guided tour group kayaking offers the perfect opportunity to network with other Young Ulster Professionals while enjoying the beauty of the Hudson River and Kingston Point Beach. Admission is free but reservations are required: Bring your own kayak or register to use one provided by Kingston Parks and Recreation.

STATEWIDE FUNDING COMPETITION

<https://fuzehub.com/commercialization-competition/>

The 2nd Annual Commercialization Competition, where innovative early stage companies convene for panel discussions and networking opportunities, culminates in up to seven companies receiving awards of \$50,000 to help move their projects forward. The \$350,000 competition, part of the Jeff Lawrence Innovation Fund, will be held November 7-8, 2018 in Albany. Ready to bring your breakthrough technology to market and want to enter the competition? The online application and eligibility guidelines will be posted July 16. Please contact us if you would like our assistance in completing your application.

SUSTAINABLE LIVING: INNOVATIVE THINKING

<http://baltimorewaterfront.com/healthy-harbor/water-wheel/>

The Inner Harbor Water Wheel—known to Baltimore locals as “Mr. Trash Wheel”—harnesses the combined power of water and sunlight to collect litter and debris using new and old technologies. The river’s current plus a solar panel array combine to keep the water wheel turning to lift trash and debris into a dumpster barge. 859 tons of garbage have been collected since May 9, 2014!

REGIONAL COMMUNITY PROFILES

<http://www.pattern-for-progress.org/what-we-do/current-issues-research-agenda/uaa/community-profiles/>

Three Ulster County communities—[Kingston](#), [Saugerties](#) and [Ellenville](#)—are profiled in this report, which is a valuable resource for funding applications, business relocation decisions, planning studies and more.

TECHNOLOGY SECTOR

<http://www.recordonline.com/news/20180708/suny-new-paltz-3d-printing-lab-helps-move-medicine-technology-forward>

“The type of advanced manufacturing being taught at SUNY New Paltz is just not being done elsewhere in the region,” says Cecilia Stancell, Dyson’s director of programs.

CRAFT BEVERAGE SECTOR

<https://www.thespiritsbusiness.com/2018/07/us-and-china-spark-largest-trade-war-in-history/>

U.S. tariffs instituted on July 6 have sparked a trade war and caused China to impose a 25% tariff on American whiskey. We need to do our part and drink more locally made whiskey.

REVISED 071618:

U.S. tariffs instituted on July 6 have sparked a trade war and caused China to impose a 25% tariff on American whiskey--which may affect our local distilleries.

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NATIONAL—TO LOCAL—TRENDS: EDUCATION, TRAINING AND EMPLOYMENT

<https://money.cnn.com/2018/07/10/news/companies/ibm-tech-schools/index.html>

P-TECH Schools—like the model program at [Hudson Valley Pathways Academy](#) at Ulster BOCES in Kingston—provide young people with new pathways to education, mentoring, training and employment.

OR, BETTER YET, THE LOCAL VERSION OF THE ABOVE STORY – We can run them both.

<https://www.ulsterboces.org/students-of-all-ages/ptech-hudson-valley-pathways-academy/ptech-details/~board/all-news/post/hudson-valley-pathways-academy-students-earn-paid-internships>

Frank Falatyn, an industry partner with the P-TECH program, wants to attract the next generation of workers.

SKILL SETS: LEADERSHIP UNDER PRESSURE

<https://www.inc.com/brenda-barbosa/want-to-be-a-great-leader-learn-from-25-year-old-soccer-coach-trapped-in-a-thai-cave-for-3-weeks.html>

A valuable takeaway from the world's most famous Thai Soccer Coach: Being courageous, resilient and calm under pressure is easier to achieve in an office setting than in a cave.

SKILL SETS: PRE-STARTUP DUE DILIGENCE

<https://www.inc.com/video/courtney-carter-reum/2-investors-share-their-3-must-ask-questions-for-starting-any-business.html>

In just under two minutes, the co-authors of *Shortcut Your Startup* present the three most important questions facing any new entrepreneur.

SKILL SETS: CREATING EXCELLENCE

https://www.quora.com/What-makes-a-millennial-become-a-successful-entrepreneur/answer/Drew-Reggie-1?ref=forbes&rel_pos=1

This checklist targeting Millennials is a good refresher for those who are well into their careers too.

STATEWIDE: EMERGING TECHNOLOGY SHOWCASE/NYSTAR ANNUAL MEETING

<https://fuzehub.com/emerging-tech-2018/>

Come learn about the capabilities, expertise, products, emerging technologies and processes defining the next generation of manufacturing—and explore how to take advantage of advances in integrated photonics, robotics, digital manufacturing and more.

REGIONAL SPOTLIGHT ON BUSINESSES

<https://www.ulsterchamber.org/pages/business-recognition-dinner>

August 1 is the deadline to nominate an outstanding business, business person or organization that has improved our local economy and quality of life.

REGIONAL EVENT

<http://www.dailyfreeman.com/general-news/20180713/hutton-fare-marketplace-opens-july-21-at-former-brickyards-site-in-kingston>

Hutton Fare, a monthly marketplace at Hutton Brickyards, opens July 21-22 and offers the best food, drink and curated items from 30+ regional vendors. A distinctive location on the Hudson River—there's even glamping!

REVISED:

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REGIONAL ARTS CELEBRATION

<https://madkingston.org/celebration-of-the-arts/>

Celebrate the arts and get a sneak peak inside The Cornell Creative Arts Center at The Arc on August 3. This spacious renovated facility—another arts-economy revitalization of Kingston's Midtown Arts District (MAD)—will open in 2019.

Title: History! Murals! Craft Beer!

Date: Friday, July 6, 2018

Time: 11am – 2:30pm

Gorgeous huge photo – or may be a good idea to feature 3 panels so photos represent murals, Stockade/MAD Districts and Keegans?

Description

Kingston is home to a thriving community of creatives and makers, and this walking tour takes you up close and personal with the artistic and economic vision that is a centerpiece of the City. Along your route—which includes the historic Stockade District and re-purposed former factories/warehouses where artists live and work in the Midtown Arts District (MAD)—you'll view several murals created for Kingston's lively annual O+ Festival as well as the landmark buildings that convey Kingston's history since its early days as the first capitol of New York State. At Keegan Ales, your final destination, you'll enjoy a tour of the brewery and lunch.

Gear – should we set this up as a checklist with checkboxes filled in appropriately for each excursion? If so, I'd add things like bring bug spray, etc...

We Bring

- Friendly, professional guides with a deep knowledge of the area's history
- Water and water bottles
- Anything else to add here?

You Bring

- Comfortable walking shoes
- Weather appropriate clothing – including rain gear if showers are predicted
- Hat and/or sunscreen
- Any snacks or personal items you want to carry
- Camera
- Cash/credit card for meal/other purchases

Registration Fee

Will there be one for this? Also, are they paying for their own lunch at Keegans? Should there be a link to EventBrite here too?

Fitness Level

Easy walking tour of an urban streetscape.

More information

<http://opositivefestival.org>

<https://madkingston.org>

<http://www.fohk.org/welcome/discover-kingston/historic-districts/>

<http://www.keeganales.com>

Itinerary – seems like a good idea to include this snapshot itinerary too – agree?

- Depart Senate Garage at 11:00 am and meet representative from O+ Festival at Old Dutch Church at 11:15 am.
- Depart for walking tour around the Stockade and Midtown Arts Districts, viewing historic buildings and O+ Murals along the way to Keegan Ales.
- Arrive at Keegan Ales at 1 pm for 30-minute tour of the brewery.
- Lunch at Keegan Ales at 1:30 pm.

Schedule

11am – 11:15am – 1pm – 1:30pm – 2:30pm

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- Friendly, professional guides with a deep knowledge of the area's history
- Water and water bottles
- Anything else to add here?

You Bring

- Comfortable walking shoes
- Weather appropriate clothing – including rain gear if showers are predicted
- Hat and/or sunscreen
- Any snacks or personal items you want to carry
- Camera
- Cash/credit card for meal/other purchases

Registration Fee

Will there be one for this? Also, are they paying for their own lunch at Keegans? Should there be a link to EventBrite here too?

Fitness Level

Easy walking tour of an urban streetscape.

More information

<http://opositivefestival.org>

<https://madkingston.org>

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- Lunch at Keegan Ales at 1:30 pm.

Schedule

11am – 11:15am – 1pm – 1:30pm – 2:30pm

Title: Mohonk and Arrowood Farms**Date:** Friday, July 13, 2018**Time:** 11am – 6pm

Gorgeous huge photo – or may be a good idea to feature 2 panels so photos represent Mohonk and Arrowood

Description

Mohonk Mountain House, one of Ulster County's most famous destinations, is a National Historic Landmark spa resort set against a stunning natural backdrop. Mohonk is surrounded by 40,000 acres of pristine forest, and offers hiking trails, carriage rides, a private beach, paddleboats and more. You'll enjoy three hours 'on your own' there to explore and refresh your spirit. Arrowood Farms is a NOFA-NY Certified Organic farm brewery, and certified by the Independent Craft Breweries Association—and its lush working farm in Accord is dedicated to growing all the crops needed for an outstanding local product. You'll relax in their cozy tasting room, which features seasonal goods from their farm and cheese plates, before hopping on the UCAT bus that will return you to Kingston.

Gear – should we set this up as a checklist with checkboxes filled in appropriately for each excursion? If so, I'd add things like bring bug spray, etc...

We Bring

- Friendly, professional guides with a deep knowledge of the area's history
- Water and water bottles
- Entry fee to the Mohonk Mountain House and Mohonk Preserve?
- Anything else to add here?

You Bring

- Comfortable walking shoes
- Weather and activity appropriate clothing – including rain gear if showers are predicted
- Hat and/or sunscreen
- Bug spray
- Any snacks or personal items you want to carry
- Camera
- Cash/credit card for meal/other purchases
- Bag lunch

Registration Fee

Will there be one for this? Bus ticket purchase? Can they purchase lunch at Mohonk if they don't want to bring a bag lunch? What about scheduling spa and other

activities – or are hiking and paddle boats their only options? Should there be a link to EventBrite here too?

Fitness Level

Variable—easy to strenuous—depending upon the activities you choose.

More information

<https://www.mohonk.com>

<http://www.arrowoodfarms.com/home-4>

Itinerary

- Depart Senate Garage at 11am and board UCAT bus. Arrive at Mohonk Gate at 11:45am.
- 3-hours for independent activities—hiking, paddle boats, etc. Meet back at UCAT bus (now relocated to front of Mohonk) at 2:45pm.
- Depart Mohonk at 3pm. Arrive at Arrowood at 3:30pm.
- Happy Hour at Arrowood until 5:30pm. Arrive back in Uptown Kingston at 6pm.

Schedule

11am – 11:45am – 2:45pm – 3:00 pm – 3:30pm – 5:30pm – 6pm

Title: Hike Overlook Mountain OR Experience Woodstock**Date:** Friday, July 20, 2018**Time:** 11am – 3:30pm

Gorgeous huge photo – or may be a good idea to feature 2 panels so photos represent Overlook Mountain and Woodstock Village scene

Description

The Overlook Mountain trail (five-miles round-trip) offers a satisfying workout with stunning views of the Catskill Mountains and Hudson River Valley. Keep your eyes open for wildlife—you may see rattlesnakes as this is their natural habitat—but the real visual rewards are at the top: You'll see the mountain's picturesque abandoned hotel and, at the summit, one of five Catskill fire towers (60-feet tall). Make time to perch on a rock to savor the moments. At the base of Overlook, the KTD Monastery is just across the parking lot, and some areas are open to the public. If you prefer a more leisurely afternoon, the most famous small town in America, Woodstock, awaits. You can grab a bite to eat, meander into art galleries, shop, wander along the Millstream and soak up the local color on the Village Green.

Gear – should we set this up as a checklist with checkboxes filled in appropriately for each excursion? If so, I'd add things like bring bug spray, etc...

We Bring

- Friendly, professional guides with a deep knowledge of the area's history
- Water and water bottles
- Anything else to add here?

You Bring

- Comfortable walking shoes, hiking boots/trail shoes
- Weather and activity appropriate clothing – including rain gear if showers are predicted
- Hat and/or sunscreen
- Bug spray
- Any snacks or personal items you want to carry
- Camera
- Cash/credit card for meal/other purchases
- Bag lunch

Registration Fee

Will there be one for this? Bus ticket purchase? Should there be a link to EventBrite here too?

Fitness Level

Variable—easy to strenuous—depending upon the activities you choose.

More information

<http://www.catskillmountaineer.com/IH-overlook.html>

<https://www.dec.ny.gov/lands/73982.html>

<http://catskillcenter.org/fire-tower-project/>

<https://kagyu.org>

<http://woodstockguide.com>

<http://woodstockny.org/content/Tourism>

Itinerary

- Depart Senate Garage at 11am and board UCAT bus. Arrive in Woodstock at 11:30am.
- Drop off Group A (Overlook Mountain) at trailhead. Drop off Group B (dine and shop in Woodstock) at Village Green.
- Hikers get picked back up at the trailhead at 2:30pm. Shoppers and diners should meet back at the UCAT bus at 3pm.
- Arrive back in Uptown at 3:30pm.

Schedule

11am – 11:30am – 2:30pm – 3:00 pm – 3:30pm

Title: The Future is 3D; The Past is Set in Stone (Houses)**Date:** Friday, July 27, 2018**Time:** 11am – 4:15pm

Gorgeous huge photo – or may be a good idea to feature 2 panels so photos represent 3D Printing and Huguenot Street

Description

SUNY New Paltz is leading the way into the second industrial revolution with its groundbreaking 3-D Printing Lab, the centerpiece of its Digital Design and Fabrication certification program. This amazing lab interfaces with businesses for rapid prototyping and small batch production, and offers workshops for K-12 educators who want to bring more tech in the classroom. Following a tour of the lab (and the campus too, if you like), you'll enjoy lunch in this lively college town before heading to its 10-acre National Historic Landmark District on Huguenot Street. The history of American immigration in the 17th and 18th centuries will come alive as you tour seven historic stone houses, a replica of a Munsee wigwam and a reconstructed 1717 church, as well as exhibits, programs and a burial ground for the first settlers.

Gear – should we set this up as a checklist with checkboxes filled in appropriately for each excursion? If so, I'd add things like bring bug spray, etc...

We Bring

- Friendly, professional guides with a deep knowledge of the area's history
- Water and water bottles
- Anything else to add here?

You Bring

- Comfortable walking shoes
- Weather and activity appropriate clothing – including rain gear if showers are predicted
- Hat and/or sunscreen
- Any snacks or personal items you want to carry
- Camera
- Cash/credit card for meal/other purchases

Registration Fee

Will there be one for this? Bus ticket purchase? Should there be a link to EventBrite here too?

Fitness Level

Easy walking tour of urban streetscape and university campus.

More information

<https://www.newpaltz.edu/3d/>

<https://www.huguenotstreet.org>

Itinerary

- Depart Senate Garage at 11am and board UCAT bus. Arrive at SUNY NP 3D printing lab at 11:30am.
- Allow 1 hour for tour, questions, campus exploration, etc. Optional walk to lunch. Those who take the bus may explore downtown New Paltz until the walkers arrive.
- Arrive at lunch at 1pm. Allow 90 mins for lunch. Depart lunch. Optional walk to Historic Huguenot Street. Arrive at HHS at 2:45pm.
- Allow 1 hour for tour, questions, pictures. Depart HHS at 3:45pm.
- Arrive back in Uptown at 4:15.

Schedule

11am – 11:30am – 1:00pm – 2:45 pm – 3:45pm – 4:15pm

Title: Biking to the Rail Trail Café and Discovering Rosendale

Date: Friday, August 3, 2018

Time: 11am to 5:15pm

Gorgeous huge photo(s)

Description

Ulster County has several great rail trails for biking and walking, and the section of the Wallkill Valley Rail Trail that connects Kingston and Rosendale is one of our most beautiful and bucolic journeys. You'll travel a few moments along city streets and then head out of town and into the woods with gorgeous views of wetlands, farmlands, forests and the Wallkill River (from the Rosendale Trestle) along the route. Your destination, the Rail Trail Café, is a happening place—not only because the menu features the freshest foods from local growers and tasty recipes by the owner/chefs—it's a locals' favorite spot for live music on evenings and weekend afternoons too. After a leisurely exploration of the eclectic, artsy town of Rosendale, you'll bike back to Kingston.

We Bring

- Friendly, professional guides with a deep knowledge of the area's history
- Water and water bottles
- Anything else to add here?

You Bring

- Comfortable walking/biking shoes
- Weather and activity appropriate clothing – including rain gear if showers are predicted
- Hat and/or sunscreen
- Any snacks or personal items you want to carry
- Camera
- Cash/credit card for meal/other purchases

Registration Fee

Will there be one for this? Bike/helmet rental fees? Lunch?

Fitness Level

Easy biking tour of urban streetscape and woodlands on rail trail.

More information

<http://www.wallkillvalleylt.org>

<http://www.railtrailcaferosendale.com>

Itinerary

- Depart Senate Garage at 11am and bike to rail trail entrance on Linderman.
- Allow 90 minutes to bike from Kingston to Rail Trail Café. Arrive at 12:30pm.
- Allow 2 hours for lunch and recovery. Depart Rail Trail Café at 2:30pm.
- Arrive in Rosendale for exploration at 2:45pm. Allow 1 hour for exploration. Depart Rosendale via bike at 3:45pm.
- Arrive back in Kingston at 5:15pm.

Schedule

11am – 12:30am – 2:30pm – 2:45 pm – 3:45pm – 5:15pm

Title: Opus 40 Sculpture Park, Diamond Mills and Downtown Saugerties

Date: Friday, August 17, 2018

Time: 11am to 4 pm

Gorgeous huge photo(s)

Description

Opus 40 is one of the Hudson Valley's most distinctive and stunning destinations. The bluestone sculpture park and Quarryman's Museum is the result of one man's vision and hard work, and it is now listed on the National Register of Historic Places. In 1938, Harvey Fite (one of the founders of Bard College Fine Arts Department and a pioneering environmental sculptor) purchased this abandoned quarry and spent 37 years transforming it into a 6-½ acre, dry-key stone masonry work of art nestled at the base of Overlook Mountain. When you leave Opus 40, you'll lunch on the deck of the luxurious Diamond Mills hotel and tavern, while enjoying picturesque views of Esopus Falls and world-class cuisine. Then you'll have time on your own to discover shops, galleries and boutiques filled with antiques, art, vintage and contemporary chic, and more in Saugerties' lively business district—where this year's annual street art project, "Sailin' Around Saugerties," features 41 artists' painted wooden sailboats.

We Bring

- Friendly, professional guides with a deep knowledge of the area's history
- Water and water bottles
- Anything else to add here?

You Bring

- Comfortable walking shoes
- Weather and activity appropriate clothing – including rain gear if showers are predicted
- Hat and/or sunscreen
- Any snacks or personal items you want to carry
- Camera
- Cash/credit card for meal/other purchases

Registration Fee

Will there be one for this? Bus ticket purchase? Opus 40 admission? Lunch?

Fitness Level

Easy walking tour of urban streetscape and outdoor sculpture park.

More information

<https://www.opus40.org>
<https://www.diamondmillshotel.com>
<https://discoversaugerties.com>

Itinerary

- Depart Senate Garage at 11am and board UCAT bus for Opus 40. Arrive at Opus 40 at 11:30.
- Allow 60 minutes of exploration at Opus 40. Depart Opus 40 at 12:30.
- Arrive at Diamond Mills for lunch at 12:45pm. Allow 2 hours for lunch on the deck.
- Depart Diamond Mills for downtown exploration at 2:45. Allow 1 hour for exploration.
- Meet back at Diamond Mills to get back on the bus at 3:45.
- Arrive back in Kingston a little after 4pm.

Schedule

11am – 11:30am – 12:30pm – 12:45 pm – 2:45pm – 3:45pm – 4pm

Title: Lunch and Riding The Rails Near Phoenicia**Date:** Friday, August 24, 2018**Time:** 11am to 4:45pm**Gorgeous huge photo(s)****Description**

Phoenicia has attracted a well-deserved country-chic reputation because it retains just enough of its rustic Catskills charm while pushing into trendy new territory. You'll take a peaceful eight-mile round-trip tour of the historic Ulster & Delaware Railroad as you pedal alongside the rushing Esopus Creek surrounded by breathtaking views of the Catskill Mountains. You'll go at your own pace and enjoy the view while riding the rails with Rail Explorers. On the way back to Kingston, we'll pass by The Ashokan Center in Olivebridge where the three-day music festival, Summer Hoot, is kicking off: If you purchase tickets in advance and arrange for your own return transportation, we'll drop you off for this down-home celebration of the joyful spirit of live roots music, food, crafts, camping and hiking in the Catskills.

We Bring

- Friendly, professional guides with a deep knowledge of the area's history
- Water and water bottles
- Anything else to add here?

You Bring

- Comfortable walking shoes
- Weather and activity appropriate clothing – including rain gear if showers are predicted
- Hat and/or sunscreen
- Any snacks or personal items you want to carry
- Camera
- Cash/credit card for meal/other purchases

Registration Fee

Will there be one for this? Bus ticket? Lunch? Rail Explorers ticket? Registration for Summer Hoot.

Fitness Level

Easy walking tour of urban streetscape and easy pedal-powered tour of mostly flat rail beds.

More information

<http://www.phoeniciany.com>

<https://www.railexplorers.net>
<http://hoot.love>

Itinerary

- Depart Senate Garage at 11am and board UCAT bus. Arrive in Phoenicia for lunch at 11:45.
- Allow 90 minutes for lunch. Arrive at Rail Explorers at 1:30.
- Allow 2 1/2 hours for Rail Explorers. Back on UCAT bus at 4pm.
- Arrive back in Uptown at 4:45pm.

Schedule

11am – 11:45am – 1:15pm – 1:30pm – 4pm – 4:45pm

Title: Explore the Rondout District and Take a Hudson River Cruise**Date:** Friday, August 10, 2018**Time:** 11am to 5:45pm**Gorgeous huge photo(s)****Description**

Kingston's waterfront district on the Rondout Creek is just a boat ride away from the majestic Hudson River. As you stroll around the Rondout, you'll get a sense of the importance—historically and today—of Kingston's thriving waterfront. Museum exhibits, the boat building school, the marina and lots of trendy shops and restaurants give the Rondout its distinctive qualities, and it's also home base for some of Kingston's most popular annual outdoor festivals. Your two-hour Rip Van Winkle cruise on the Hudson River offers the broader perspective: You'll see historic estates, picturesque lighthouses and the natural scenic beauty along the river before wrapping up your Rondout afternoon back on land with shopping, happy hour or a leisurely stroll along the Promenade.

We Bring

- Friendly, professional guides with a deep knowledge of the area's history
- Water and water bottles
- Anything else to add here?

You Bring

- Comfortable walking shoes
- Weather and activity appropriate clothing – including rain gear if showers are predicted
- Hat and/or sunscreen
- Any snacks or personal items you want to carry
- Camera
- Cash/credit card for meal/other purchases

Registration Fee

Will there be one for this? Bus ticket purchase? Museum tour fee? Rip Van Winkle ticket? Lunch/happy hour?

Fitness Level

Easy walking tour of urban streetscape and museum; boat ride on the Hudson River.

More information

<http://www.hrmm.org>

<https://www.hudsonrivercruises.com>

<http://thekingstonwaterfront.com>

Itinerary

- Depart Senate Garage at 11am and board UCAT bus for downtown (Rondout district). Arrive at Hudson River Maritime Museum at 11:15am.
- Allow 60 minutes to tour the Museum, Riverport Wooden Boat School and waterfront promenade.
- Walk to lunch at 12:15pm. Allow 2 hours for lunch. Depart lunch at 2:15
- Depart on Rip Van Winkle at 2:30.
- Arrive back in Downtown Kingston at 4:30. Allow 1 hour for exploration.
- Back on bus at 5:30. Back Uptown at 5:45.

Schedule

11am – 11:15am – 12:15pm – 2:15 pm – 2:30pm – 4:30pm – 5:30pm – 5:45pm

Title: Kayaking in Kingston

Date: Friday, August 31, 2018

Time: 11am to 3:15pm

Gorgeous huge photo(s)

Description

One of the best ways to experience the natural beauty of Kingston's waterfront is to spend a couple of idyllic hours in a kayak. As you paddle along, keep your eyes open for the American Bald Eagles and Great Blue Herons that nest in the area, as well as fish, turtles, Canadian geese, ducks and many other birds and aquatic life that call the Rondout Creek home. You can paddle to the waterfalls in Eddyville or pull up on the shores of an enticing beach. You'll enjoy lunch in Midtown Kingston before heading back uptown.

We Bring

- Friendly, professional guides with a deep knowledge of the area's history
- Water and water bottles
- Anything else to add here?

You Bring

- Comfortable walking shoes
- Weather and activity appropriate clothing – including rain gear if showers are predicted
- Hat and/or sunscreen
- Any snacks or personal items you want to carry
- Camera
- Cash/credit card for meal/other purchases

Registration Fee

Will there be one for this? Bus ticket purchase? Kayak rental? Lunch?

Fitness Level

Easy paddling on a kayak tour of the waterfront.

More information

<http://www.takeadayaway.net>

<https://www.kingston-ny.gov/content/11648/8403/11021/default.aspx>

Itinerary

- Depart Senate Garage at 11am and board UCAT bus arrive downtown at A Day Away Kayak rentals at 11:15.
- Allow 2 hours for kayak paddling.
- Back on the UCAT bus 1:30. Arrive at lunch at 1:45.
- Allow 90 minutes for lunch.
- Back in Uptown Kingston at 3:15.

Schedule

11am – 11:15am – 1:15pm – 1:30pm – 1:45pm – 3:15pm

https://www.youtube.com/channel/UCX_vXOjrhXky-9tTb6wG2Rg

Title:

Ulster County Welcomes Niche Manufacturers!

238 words/1,460 characters

Description:

Small manufacturing is thriving here in Ulster County, thanks to the supports and resources offered by the **Ulster County Office of Economic Development**. Four diverse niche manufacturers talk about why Ulster County is the best place for their businesses to gain strength, expand and succeed.

Lite Brite Neon's expansion into Ulster County from its home base in Brooklyn occurred when the company needed to ramp up to a larger scale to meet growing customer demands. [Lite Brite Neon Studio](#) is a collective of craftspeople—described as “the darling of artists and designers”—that specializes in the production of neon art, display, luminous visual props and architectural lighting through a collaborative approach.

Markertek, a highly specialized broadcast and pro-audio supply house serving the technical side of the media industry with 60,000+ unique, reasonably-priced solutions, has achieved cult status among digital media professionals. It is one of the largest suppliers of fiber optic cables in the U.S. Since its founding in Saugerties 30 years ago, [Markertek](#) has become an employee-owned business run by 176 employee-owners.

Wishbone Letterpress in Shokan enjoys its close community of makers who live and work in Ulster County, many of whom have moved up to Ulster County from NYC because a high quality of life and lower business costs allow them to do their craft full-time. [Wishbone Letterpress](#) uses traditional letterpress techniques and machines to create and print custom-designed wedding and event invitations, stationery, greeting cards and more.

With support from the Ulster County Office of Economic Development, **Quercus Cooperage** made vital connections with others in the local food and craft beverage industry and, in 2019, the craft barrel maker in High Falls plans to expand into a new location. [Quercus Cooperage](#) makes handcrafted wooden barrels and accessories for craft distilleries and brewing businesses, and its products are also used for event and home décor.

Ulster County Executive Mike Hein has charged the staff in his Office of Economic Development with creating and maintaining personal relationships with all of the county's businesses. Find out more about why Ulster County is a great place for niche manufacturing at **[UlsterForBusiness.com](#)**

Here are my additional thumbnail suggestions – I like the four that naturally appeared as well as the three that Evelyn suggested too. I don't know how many you want to use, and I'm not sure exactly HOW they are used either...

ULSTER COUNTY

MAKE IT HERE

frame at 00.05 or 02:48

Matt and Tim talking and/or striding – choose the best among the shots from
Frames 00.26 – 00.30 – 00:52

Worker at

00:14 or 01.17



NEWS FROM THE OFFICE OF ULSTER COUNTY EXECUTIVE MIKE HEIN



FOR IMMEDIATE RELEASE

July xx, 2018

Contact: exec@co.ulster.ny.us
845.340.3800

150+ Tech Entrepreneurs Arrive in Ulster County to Establish Innovative Summer Tech-Related Business Residency at Senate Garage in Kingston

County Executive Hein Welcomes Participants in "Grand Central Tech North" Initiative at Hudson Valley Tech Meetup Kickoff Event

Kingston, N.Y. – On Wednesday, Ulster County Executive Mike Hein attended the Hudson Valley Tech Meetup to kick off the opening of Grand Central Tech's (GCT) summer satellite offices at the Senate Garage in Kingston. GCT is one of the nation's premier tech incubators and their decision to establish a satellite office in the Hudson Valley—GCT North—will strengthen a developing synergy between more than 150 entrepreneurs now based in New York City and tech innovators already living and working here in one of the Catskills' most dynamic tech sectors. The innovative partnership between Ulster County Economic Development Alliance, Inc. (UCEDA), Grand Central Tech (GCT) and Hudson Valley Tech Meetup (HVTM) to create a summer tech incubator in Kingston was conceived to build stronger connections between Ulster County and NYC tech innovators. Throughout July and August, GCT North will host up to **175** employees drawn from more than 100 of GCT's member companies in New York City.

At the Hudson Valley Tech Meetup, members of the team from GCT and the Ulster County Economic Development Alliance presented a preview of the GCT North program, and welcomed visiting members from GCT's main NYC location who will take up residency at the Senate Garage this summer.

Michael P. Hein, Ulster County Executive

"The Economic Development Alliance and representatives from Hudson Valley Tech Meetup have been participating in membership events at GCT's NYC location to help inform others who might like to participate in our new GCT North program," explained **County Executive Mike Hein**. "This kickoff is the exciting culmination of many months of hard work and planning. We are very pleased to welcome GCT North to Kingston and anticipate a fruitful summer of making connections and establishing a base for ongoing business to flourish. Our aim is to encourage business relationships between New York City entrepreneurs and the innovative thinkers who are already living and working in the Hudson River Valley tech corridor. It is our hope that many of the folks who are working at the Senate Garage this summer will return to take up permanent residence here."

The initiative is a centerpiece of County Executive Hein's most recent business attraction efforts, which leverage the County's tremendous scenic and cultural resources to compete with surrounding areas and small cities throughout the nation to attract highly talented, creative professionals to Ulster County's communities. This kickoff meeting is the first of many ongoing activities and events designed to

showcase Ulster County's compelling range of assets—from natural and recreational resources to economic assistance, a thriving community of potential employees, and continuing opportunities to network and make essential connections with like-minded entrepreneurs and established businesses.

About Grand Central Tech

Founded in 2014, Grand Central Tech (GCT) has quickly earned renown as New York City's premier venture platform, providing all the critical resources for transformational startups to achieve scale. Within its Accelerator program, the company awards seed-stage, non-equity investments through a highly-competitive annual application process. For businesses seeking shared space, GCT also operates a co-working facility called Growth in its 100,000 SF office, just steps from Grand Central Station. The Hub@GCT supports social entrepreneurs that are using technology to address some of the most pressing urban challenges facing cities large and small – energy, waste, transportation, agriculture, and water. GCT also recently added the New York Venture Fellows program to its platform, which is a year-long fellowship program designed to help high-potential entrepreneurs scale their ventures in New York City.

Matt Harrigan, Founder, Grand Central Tech

The summer-long residency at the Senate Garage, GCT North, is their latest energetic, forward-leaning initiative—and their first presence outside of New York City. **Grand Central Tech founder Matt Harrigan** said, “We have encouraged our NYC startups to take advantage of GCT North, and many have decided to relocate upstate for the summer. Participants will spend a couple of days, a week, or the entire summer with their teams in Kingston, where they will have the necessary resources to allow them to target team bonding, 2019 planning, project development and more in a thriving upstate city that is surrounded by incredible natural beauty and grounded in a rich history of forward movement. We are very enthusiastic because we see great potential for everyone involved with this unique business endeavor.”

Kale Kaposhilin, Co-founder of Hudson Valley Tech Meetup

Creating ample opportunities to build relationships between these NYC-based entrepreneurs and local tech and maker communities is an important focus of planned summer activities. In addition to inviting GCT North residents to attend the HVTM's monthly gatherings for Ulster County's close-knit tech and startup community, a weekly series of mini-meetups will be held on Wednesday evenings in Kingston. “We want to create the conditions where people will feel excited, inspired, and eager to meet each other. I think that one uniquely Hudson Valley approach to business development concerns is commitment to focus on community wealth building and to preserve our diversity. The speakers we're inviting to these sessions share a sense of pride about actively creating a rising tide together,” said **Kale Kaposhilin, co-founder of Hudson Valley Tech Meetup**. “Matt, Sage, and everyone that I've met at Grand Central Tech share the love that we have here in Kingston and Ulster County for the co-creation of a compassionate community. I hope that our neighbors and colleagues living here already will come out to meet our visiting friends at our events so that we can all get to know each other,” Kaposhilin continued. “If we do this it is my expectation that we will form new relationships and find new paths to partnerships and resiliency which will benefit everyone. Community is something that we create, together.”

Sage Ramadge, Director of Social Impact, Grand Central Tech

Sage Ramadge, Grand Central Tech's Director of Social Impact, added, “Beyond offering the obvious work-related benefits of being able to devote time to a deep dive focus on specific projects and initiatives, we are providing the resources startups need to continue building and expanding their business

over the summer months with the added value of easy access to outdoor activities, fresh air, cultural activities, and a great local community. GCT North is a great perk for employees: Get out of the city, and still stay on top of a busy workload. We see it as a win-win for all!”

Rodney Manzo, CEO and Founder, Anvyl

Anvyl, a supply chain technology platform that provides visibility into the manufacturing process and streamlines relationships between reputable brands and world-class manufacturers, is one of the GCT North teams that will be onsite. They standardize and automate interactions, negotiate contracts and schedules, track production and quality, and provide visual and data updates to ensure on-time delivery. *“Anvyl has doubled in size since January,” said Anvyl CEO and Founder, Rodney Manzo. “With our growing number of employees and customers, we’ve gone from weekly company round-tables to team-based planning: we’re all striving to bring transparency and ease to the supply chain community. With the opening of GCT North, we jumped at the opportunity to bond across our growing team and get out of the humid hustle of summer in NYC. This is a dedicated time to review and apply focus so we can close out our first full calendar year as a company with vigor. Upstate, we’ll be deepening every single employee’s understanding of Anvyl. From supply chain knowledge courses to identifying our unique core values, this time at GCT North will provide a no-distraction, nature-filled environment to build on our foundation and hone our rallying call so we’re ready for scale.”*

Inspiring a New Generation of Ulster County Residents

Ulster County is poised to lead a new wave of economic development in the region: The foundation has been laid by new tech firms like Dragon360, Moonfarmer, Exago and 340Best, among others. Many local high school and college-age students are seeking opportunities that will allow them to remain in their communities following graduation while establishing connections with the existing tech communities in New York City and beyond. An important aspect of the GCT North initiative is a keen awareness of this initiative’s potential to mentor young people and to attract talented young employees to technology-related enterprises.

Ashley Knox, Executive Director, Go Beyond Greatness

In June, a group of 20 high school students from Kingston and New Paltz took a tour of the GCT facilities in New York City as part of the Go Beyond Greatness, Inc. (GBG) “Build Your Brand Project.” The Kingston-based program is housed in the Seven 21 Media Center and **GBG Founder/Director Ashley Knox** said, “Students learned about the number of new tech jobs on the rise, along with how technology is used as a great tool to improve social and environmental issues within our communities. Students were amazed to see the number of young professionals doing meaningful work with the Hub@GCT. Members of the company hosted a lunch-and-learn session to talk to students about life in Kingston and how to utilize social media as a platform to build their personal brand in a way to increase college- and career-oriented opportunities locally and abroad for their future success. The students had a blast and we are really excited about the GCT North project in Kingston this summer.”

Ulster County Offers Exceptional Quality of Life and a Thriving Entrepreneurial Culture

Steve Noble, Mayor, City of Kingston

“The secret is out—Kingston is definitely the place to be,” said **City of Kingston Mayor Steve Noble**. “There is no doubt that Kingston offers excellent quality of life, with the ideal mix of work and play. I encourage our new visitors to explore our beautiful city, enjoying some of the best restaurants, galleries

and shops in the region. GCT will also benefit from connecting and collaborating with the growing network of community members already living and working in Kingston. I welcome the members of GCT to Kingston for the best summer of their lives!”

During the summer, GCT’s visiting members will be encouraged to participate in a wide range of local activities, including tech-themed workshops and panels as well as local festivals and events. The Ulster County Economic Development Alliance, which is sponsoring GCT’s summer presence in Kingston, will partner with GCT, the Senate Garage, and Hudson Valley Tech Meetup to coordinate participation in these events and activities, with a goal of showcasing Ulster County’s quality of life and building stronger ties between tech leaders in Ulster County and in New York City. Through these efforts, GCT North supports the County Executive’s efforts to build and strengthen Ulster County’s local tech-related cluster.

“We want these teams from Grand Central Tech to directly experience the tangible benefits of what it is like to live, work and enjoy themselves in Ulster County, and to see first-hand how easy it could be to relocate their businesses and families here,” explained **County Executive Mike Hein**. “We want them to see that they could join the fold of businesses who already call Ulster County home—and that they could thrive here because of the priority and support that we offer to our existing business community and our growing tech industries. The welcome mat is out.”

#

Videos: [Tech In Ulster County – Kale Kaposhilin and Hudson Valley Tech Meetup](https://youtu.be/a_I6Vudwdfg)
(https://youtu.be/a_I6Vudwdfg); [Tech in Ulster County – Dennis Crowley and Kingston Stockade FC](https://youtu.be/yIjDXUqdHAs)
(<https://youtu.be/yIjDXUqdHAs>); Ulster County Welcomes Niche Manufacturers!
(<https://www.youtube.com/watch?v=qepplQ5UOaE>)

Photos: Attached. [Ashley Knox](#) sent several too.

FOR IMMEDIATE RELEASE

July xx, 2018

Contact:

oad@co.ulster.ny.us

845.340.3556

Ellenville Million Funds SUNY Ulster Training Program to Prepare Patient Care Technicians/Assistants for Certification

Ulster County Economic Development Alliance Provided \$20,000 to Locally-Based Training Program to Boost Career Advancement and Job Readiness

Kingston, NY — County Executive Mike Hein and The Ulster County Economic Development Alliance (UCEDA) announce the successful completion of an innovative training program held in conjunction with SUNY Ulster. The County Executive's Ellenville Million initiative, created in 2015, provided the funding for this 120-hour training for Patient Care Technicians/Assistants. The UCEDA has supported numerous components of the Ellenville Million, all of which are designed to offset the negative economic impact on the area due to its high unemployment rate and to encourage private sector investment and job creation. This crucial new Vocational Training & Workforce Transportation Component expended \$20,000 to certify a pool of Ellenville and Wawarsing residents as Patient Care Technicians/Assistants.

"Thirteen students, five of whom are employed at Ellenville Regional Hospital (ERH), successfully completed the training program, which prepared them to take the National Health Career Association (NHA) Certified Patient Care Technician, Certified Nurse Technician and/or Certified Patient Care Associate national certification exams, and to be promoted," said **County Executive Mike Hein**. "This project directly assisted Ellenville and Wawarsing residents to become job ready and to advance in their career in the healthcare field."

"Our goal with the Ellenville Million has been to help the people and the economy prosper in the communities of Ellenville and Wawarsing. In addition to our focus on vocational training and workforce transportation, we have made funding available for new and growing businesses, upgrades in water and sewer infrastructure, beautification of the historic downtown district, implementation of high speed broadband, grant matching programs, and a year-round tourism and marketing campaign," said **Julie Cohen Lonstein, Chairperson of the Ulster County Economic Development Alliance, Inc.** "Our efforts are bearing fruit and we will continue our focus on new development and restoration in Ellenville and Wawarsing."

"We are grateful to the UCEDA for allocating this funding for us to train our hospital employees as well as other community members working in healthcare," said **Steven L. Kelley, FACHE, President and CEO, Ellenville Regional Hospital**. "Bringing this course to the southern end of Ulster County made it possible for local residents to complete their training without driving to the SUNY Ulster campuses in Port Ewen or Stone Ridge. Many did not have the ability to regularly travel a distance of 30-45 minutes to complete their training given other pressing responsibilities or their lack of transportation options."

The 13-week training session held at Ellenville High School was conducted by **Evan Hampel, RN, BSN, Emergency Department Assistant Manager at Ellenville Regional Hospital**. Students ranged in age from 20 to their mid-50s, and although several students had experience working at a hospital, lab or other healthcare facility, some had no previous medical background at all.

The course covered a full range of topics, from basic patient care (bathing, dressing, toileting, monitoring cardiac function and other vital signs) to how to perform EKGs, how to draw blood, and addressed special needs in elder care, obstetrics/gynecology, death and dying, mental health and more. “Even those students with previous experience became more knowledgeable, and the training is appropriate for many levels of healthcare, from working in doctor’s offices to home healthcare and group home settings too,” said Hampel. “I would hire every last one of the students who completed this course. Every one of them was eager to learn and put in a lot of hard work, while juggling families, jobs and other commitments. This training program benefits local residents as well as our community as a whole, and I look forward to more of these offerings.”

“Our Patient Care Technicians/Assistants play a very important caregiver role, and the students who completed this training program found the course of study to be very constructive,” said **Debbie Briggs, MS, Vice President, Human Resources, Marketing, Community Relations, Volunteer Services, Ellenville Regional Hospital**. “This invaluable training program allowed us to train current employees and a potential pool of community members we can now bring on board.”

Bridgit Franza, Certified Patient Care Technician (CPCT), Ellenville Regional Hospital, and her co-workers at the hospital who were previously working as Patient Care Technicians, each received an increase in salary upon successful completion of the certifying examination given at the end of the training. She appreciated that the mix of students in the class gave each of them exposure to healthcare practices in hospital settings, private homes and community care facilities.

“A lot of people around the area don’t have a great income and the course was offered free of charge. This training was awesome as it allowed me to advance my tech career before nursing school, giving me a leg up on my career goals,” Franza said. “The best thing about the class was that the curriculum was fantastic and Evan made it so interesting by bringing his own experience as an Emergency Department nurse and now a manager, which gave us great perspective. I got so much out of this course—especially related to phlebotomy, policies, laws, HIPPA violations, and other topics I didn’t know enough about before.”

Similar training programs, including one focused on pulmonary healthcare, are anticipated for the future.

For more information about Ellenville Million, please visit <http://ulstercountyny.gov/economic-development/ulster-county-economic-development-alliance/ellenville-million>.

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