

ULSTER RESOND Sessions Master List

Session Name	Program	Session Type	Status	Session Duration	Mentors	Business(es)	Profile	Document	Notes	Outcome
DEEP DIVES / MENTORING										
Ulster RESPOND Deep Dive Test 01	RESPOND	Deep Dive	1	1:00	Danny Potocki	Cue	Startup		Fundraising and team hiring	Hired 2 teammates
Ulster RESPOND Deep Dive Test 02	RESPOND	Deep Dive	2	1:00	Johnny LeHane,Danny Potocki	Zena Recreation Park	Nonprofit	https://docs.google.com/document/d/1KO4LethBVbvoJ2CKA5v_FxG3TulxxPkrWzzeDcOIR8k/edit?usp=sharing	Entity legal structure	
Outdated 01	RESPOND	Deep Dive	3	1:00	Danny Potocki	Outdated Cafe	Small Business		Trying to sell business	Dialogue with local business
Clove & Creek 01	RESPOND	Deep Dive	4	1:00	Johnny LeHane	Clove & Creek	Small Business		Hard shift to e-commerce	Opened second store
Jah Love Entertainment	RESPOND	Deep Dive	5	1:00	Johnny LeHane	Jah Love Entertainment	Independent	https://docs.google.com/document/d/1Sk5WICdP-zvTVf6tm8te8C_A9vPWWi83AILC0smxHw/edit?usp=sharing	Pricing model	
Hudsy TV 01	RESPOND	Deep Dive	6	1:00	Johnny LeHane	Hudsy TV	Startup	https://docs.google.com/document/d/1Bx7B0ysu4FYGWZF_skND0nJRPKEkx-MPqISmWQK_s/edit?usp=sharing	Building product model	Launched version
Farmstock 01	RESPOND	Deep Dive	7	1:00	Johnny LeHane	Farmstock	Small Business	https://docs.google.com/document/d/1CS8SH4q3lCYzZ8mmAdLUOpv_HH2luy7HRCaRxa/edit?usp=sharing	Trying to expand business	Fundraise strategy
Do It Right Fitness & Nutrition 01	RESPOND	Deep Dive	8	1:00	Johnny LeHane	Do It Right Fitness & Nutrition	Independent		Pivot to virtual lessons	
Esopus Creel 01	RESPOND	Deep Dive	9	1:00	Danny Potocki	Esopus Creel	Small Business		Shifting operational cash	Close retail store for timeline
Alpine Osteria 01	RESPOND	Deep Dive	10	1:00	Danny Potocki	Alpine Osteria Bed and Breakfast	Small Business	https://docs.google.com/document/d/14cuaPi7y4tPf64BowVqIDNz46_3Tap5WKGeuJNKMW/edit?usp=sharing	Selling the business or assets	Shut down business 2020 and try to reopen Winter 2021
Senate Garage 01	RESPOND	Deep Dive	11	1:00	Johnny LeHane	Senate Garage	Small Business		Understanding new business model as three businesses	Maintaining coworking but struggling with wedding venue
Rough Draft Bar & Books 01	RESPOND	Deep Dive	12	1:00	Johnny LeHane	Rough Draft Bar & Books	Small Business		E-commerce growth	Outdoor seating
Mount Tremper Arts 01	RESPOND	Deep Dive	13	1:00	Johnny LeHane	Mount Tremper Arts	Nonprofit	https://docs.google.com/document/d/1oJDh4U1SBzdm4CqQbM2myJV3DgdBK0meDDQyNqzYKY/edit?usp=sharing	Pivot wedding business	Restorative Residency for 12 Artists
Barcone's Music 01	RESPOND	Deep Dive	14	1:00	Danny Potocki	Barcone's Music	Small Business	https://docs.google.com/document/d/1A2QdSJEvgsZxkU8mgZuhCijGpA9xm90XDZv376C--Q/edit?usp=sharing	Focus on keeping customers	Moving forward but dependent on school districts
TCBY Kingston 01	RESPOND	Deep Dive	15	1:00	Danny Potocki	TCBY Kingston	Small Business	https://docs.google.com/document/d/1tAFaSpSemv2BWafpyWMcCSFJZiKJW9KXtLiBK6n7878/edit?usp=sharing	Employee transitions	Closed business
Zena Recreation 02	RESPOND	Deep Dive	16	1:00	Johnny LeHane	Zena Recreation Park	Nonprofit			
Hudsy TV 02	RESPOND	Deep Dive	17	1:00	Johnny LeHane	Hudsy TV	Startup			
Farmstock 02	RESPOND	Deep Dive	18	1:00	Johnny LeHane	Farmstock	Small Business			
Senate Garage 02	RESPOND	Deep Dive	19	1:00	Johnny LeHane	Senate Garage	Small Business			
Hamilton & Adams 01	RESPOND	Deep Dive	20	1:00	Johnny LeHane	Hamilton & Adams	Small Business	https://docs.google.com/document/d/1yP3NlWABJRXfXu20th2yoZ9mCCearjPHeqQDIQJCE/edit?usp=sharing	E-commerce growing	Mindset shift on launching second space
Alpine Osteria 02	RESPOND	Deep Dive	21	1:00	Johnny LeHane	Alpine Osteria Bed and Breakfast	Small Business			
Do It Right Fitness & Nutrition 02	RESPOND	Deep Dive	22	1:00	Johnny LeHane	Do It Right Fitness & Nutrition	Independent			
Mount Tremper Arts 02	RESPOND	Deep Dive	23	1:00	Johnny LeHane	Mount Tremper Arts	Nonprofit			
Wiltwyck 01	RESPOND	Deep Dive	24	1:00	Johnny LeHane	Wiltwyck Golf Course	SME		Restructuring customer experience workflows	Revenue growth but closed some operations for customers
Global Local Traveler 01	RESPOND	Deep Dive	25	1:00	Johnny LeHane	Global Local Traveler	Small Business	https://docs.google.com/document/d/1_8BJect1yJCGmU-2XPeMpd0A6xGN8U0iaXh9hJull/edit?usp=sharing	Launch storytelling tours	Struggled to launch
Catskill Mountain Tea 01	RESPOND	Deep Dive	26	1:00	Danny Potocki	Catskill Mountain Tea	Independent	https://docs.google.com/document/d/17zmUO-PvXQxEOaVfyN1DQpXEQx08ZIMSv3NqH2Qs/edit?usp=sharing	Doing it all herself with no revenue	Continuing to do it alone because of no staff
Present Post Pics 01	RESPOND	Deep Dive	27	1:00	Johnny LeHane	Present Post Pics	Independent	https://docs.google.com/document/d/1Z_QcsOMJj3Qcy-PDJlWQnWEg9B9wxhZo0q472a89w/edit?usp=sharing	Pivot pricing model for photography clients	Hiring plan for team expansion
Perry Goldstein 01	RESPOND	Deep Dive	28	1:00	Danny Potocki	Perry Goldstein	Independent	https://docs.google.com/document/d/1UWjYoKHaJi-TOFia0R88BqK4zH3saRt0QydrUjMYYY/edit?usp=sharing	Investing in a company	Due diligence for investment and matchmaking pipeline with City or County
Zena Recreation 03	RESPOND	Deep Dive	29	1:00	Johnny LeHane	Zena Recreation Park	Nonprofit			
Hudsy TV 03	RESPOND	Deep Dive	30	1:00	Johnny LeHane	Hudsy TV	Startup			
Hudson Valley Current 01	RESPOND	Deep Dive	31	1:00	Johnny LeHane	Hudson Valley Current	Nonprofit	https://docs.google.com/document/d/1QC0rS8xglfKLSaRtH1dbil5zDjxa7p04uBkwF_PQ8c/edit?usp=sharing	Understand data for services and growth	Customer tracking system and tool
Mount Tremper Arts 03	RESPOND	Deep Dive	32	1:00	Johnny LeHane	Mount Tremper Arts	Nonprofit			
Global Local Traveler 02	RESPOND	Deep Dive	33	1:00	Johnny LeHane	Global Local Traveler	Small Business			
Do It Right Fitness & Nutrition	RESPOND	Deep Dive	34	1:00	Johnny LeHane	Do It Right Fitness & Nutrition	Independent			
Present Post Pics 02	RESPOND	Deep Dive	35	1:00	Johnny LeHane	Present Post Pics	Independent			
Sasafras Mercantile 01	RESPOND	Deep Dive	36	1:00	Johnny LeHane	Sasafras Mercantile	Small Business		Recovering 5-% revenue loss	Customer discovery and development to promote products; increasing cash burn runway and investment income
Hudson Valley Current 02	RESPOND	Deep Dive	37	1:00	Johnny LeHane	Hudson Valley Current	Nonprofit			
Senate Garage 03	RESPOND	Deep Dive	38	1:00	Johnny LeHane	Senate Garage	Small Business			
TCBY Kingston 02	RESPOND	Deep Dive	39	1:00	Danny Potocki	TCBY Kingston	Small Business			
Jah Love Entertainment 02	RESPOND	Deep Dive	40	1:00	Johnny LeHane	Jah Love Entertainment	Independent			
Cue 02	RESPOND	Deep Dive	41	1:00	Danny Potocki	Cue	Startup			
Three Phase Center 01	RESPOND	Deep Dive	42	1:00	Danny Potocki	Three Phase Center	Nonprofit		AIR promotion for revenue	Welcomed someone to board in house to make more money
Hamilton & Adams 02	RESPOND	Deep Dive	43	1:00	Danny Potocki	Hamilton & Adams	Small Business			
Edible Living 01	RESPOND	Deep Dive	44	1:00	Danny Potocki	Edible Living	Independent		Pivot operations costs for productions	Purchased own equipment instead of renting and expanded studio space on property instead of renting space for productions
Hudson Workshop 01	RESPOND	Deep Dive	45	1:00	Danny Potocki	Hudson Workshop	Independent		Plan for business operations	Got job with woodworking and pianos at Columbia University
Global Local Traveler 03	RESPOND	Deep Dive	46	1:00	Johnny LeHane	Global Local Traveler	Small Business			
Hudson Valley Current 03	RESPOND	Deep Dive	47	1:00	Johnny LeHane	Hudson Valley Current	Nonprofit			
Tim Hunter 01	RESPOND	Deep Dive	48	1:00	Danny Potocki	Our Network	Startup		Draft and update fundraising pitch deck	Product roadmap and pitch deck
Jah Love Entertainment 03	RESPOND	Deep Dive	49	1:00	Johnny LeHane	Jah Love Entertainment	Independent			
Pika's Farm to Table 01	RESPOND	Dialogue	50		Johnny LeHane	Pika's Farm to Table	Small Business	https://docs.google.com/document/d/1zhvZ7Dwh63OgJN_6gbWqHm-AIHGywTYRkixU9KID0/edit?usp=sharing		
Cue 03	RESPOND	Deep Dive	51	1:00	Danny Potocki	Cue	Startup			
Hamilton & Adams 03	RESPOND	Deep Dive	52	1:00	Danny Potocki	Hamilton & Adams	Small Business			
Tim Hunter 02	RESPOND	Deep Dive	53	1:00	Johnny LeHane	Our Network	Startup			
Hudson Valley Current 04	RESPOND	Deep Dive	54	1:00	Johnny LeHane	Hudson Valley Current	Nonprofit			
Essential Fitness 01	RESPOND	Deep Dive	55	1:00	Danny Potocki	Essential Fitness	Small Business	https://docs.google.com/document/d/1tkdzHk5V-FQlIaGPYPhiquD4CQn8n4d8Dn3bpP0o/edit?usp=sharing	Host virtual sessions to keep customers	
Plant Seeds 01	RESPOND	Deep Dive	56	1:00	Johnny LeHane	Plant Seeds	Startup	https://docs.google.com/document/d/1ympkYDsxv4uwD2bp9mo1CKgAaKiCM9sP_3dUoduOLQA/edit?usp=sharing	Scale with big box provider	Introductions to providers and business pitch for scaling initiative
Three Phase Center 02	RESPOND	Deep Dive	57	1:00	Danny Potocki	Three Phase Center	Nonprofit			
Plant Seeds 02	RESPOND	Deep Dive	58	1:00	Johnny LeHane	Plant Seeds	Startup			
Essential Fitness 02	RESPOND	Deep Dive	59	1:00	Danny Potocki	Essential Fitness	Small Business			
CronArtUSA 01	RESPOND	Deep Dive	60	1:00	Johnny LeHane	CronArtUSA	Small Business	https://docs.google.com/document/d/1Si8nj4ekYUJkUwG048Ml9mu_-SRs5N2eLkMfNG2w/edit?usp=sharing	Long-term growth strategy	Expanded studio space
Outdated 02	RESPOND	Deep Dive	61	1:00	Danny Potocki	Outdated Cafe	Small Business			
CronArtUSA 02	RESPOND	Deep Dive	62	1:00	Johnny LeHane	CronArtUSA	Small Business			
CronArtUSA 03	RESPOND	Deep Dive	63	1:00	Johnny LeHane	CronArtUSA	Small Business			
Plant Seeds 03	RESPOND	Deep Dive	64	1:00	Johnny LeHane	Plant Seeds	Startup			
Essential Fitness 03	RESPOND	Deep Dive	65	1:00	Johnny LeHane	Essential Fitness	Small Business			
Kimberly Von Kootrz Landscapes 01	RESPOND	Deep Dive	66	1:00	Johnny LeHane	Kootrz Landscapes	Small Business		Figure out cash burn and model for clients	
Stockade Provisions 01	RESPOND	Deep Dive	67	1:00	Johnny LeHane	Stockade Provisions	Startup		Launch Stockade Provisions	Fundraise \$70K
Stockade Provisions 02	RESPOND	Deep Dive	68	1:00	Johnny LeHane	Stockade Provisions	Startup			
DIALOGUES / DATA										
Rock & Snow 01	RESPOND	Dialogue	1			Rock and Snow	Small Business		Marketing to new locals	Opened second store
Smpinotebooks	RESPOND	Dialogue	2			Smpinotebooks	Small Business			
Gateway Hudson Valley	RESPOND	Dialogue	3			Gateway Hudson Valley	Nonprofit		Staying engaged with community	
Sakinah Irizarry, LMT	RESPOND	Dialogue	4			Sakinah Irizarry, LMT	Independent		Structural upgrades to reduce spread	Air filtration system
Watergrasshill Bed & Breakfast	RESPOND	Dialogue	5			Watergrasshill Bed & Breakfast	Small Business		Growing customer base	Marketing campaign with data analytics
Bearsville Theater	RESPOND	Dialogue	6			Bearsville Theater	Small Business		New operating ideas	Structure programming and space
Sunflower Natural	RESPOND	Dialogue	7			Sunflower Natural	Small Business		Unsure of exact needs	Financial projections and COVID protocols
Benten Foods Corp./Tanna! Ramen & Bar (DBA)	RESPOND	Dialogue	8			Benten Foods Corp./Tanna! Ramen & Bar (DBA)	Small Business		Financial status	Financial management and projections
Lola's Cafe	RESPOND	Dialogue	9			Lola's Cafe	Small Business		Finding and hiring talent	Approaches to hold staff accountable to protocols and methods
Cornell Creative Arts Center	RESPOND	Dialogue	10			Cornell Creative Arts Center	Nonprofit		New client engagement	Creative, responsive campaign
Learning Insights	RESPOND	Dialogue	11			Learning Insights	Small Business		Money for working capital	
Carl Welden Productions	RESPOND	Dialogue	12			Carl Welden Productions	Small Business		Safety compliance to reopen	Seeking to hire a business manager
We Got The Juice	RESPOND	Dialogue	13			We Got The Juice	Small Business		Financial status	Promotional campaign
HOOVER ARCHITECTURE PLLC	RESPOND	Dialogue	14			HOOVER ARCHITECTURE PLLC	Small Business		Unsure	
Meadowscent	RESPOND	Dialogue	15			Meadowscent	Small Business		Employee and team relations	Marketing to customer base
CLIFFHOUND	RESPOND	Dialogue	16			CLIFFHOUND	Small Business		Integrating protocols	Seeking financial resources
ulster publishing co., inc.	RESPOND	Dialogue	17			ulster publishing co., inc.	Small Business		Assess business strategy	
Planet Woodstock Music	RESPOND	Dialogue	18			Planet Woodstock Music	Small Business		Money for working capital	Promoting business campaign with social distancing
Scarborough Fare LLC	RESPOND	Dialogue	19			Scarborough Fare LLC	Small Business		Small business growth strategies	Business plan to prepare for second wave
The Catskill Tennis Club, LLC (dba Hudson Valley Indoor Tennis)	RESPOND	Dialogue	20			The Catskill Tennis Club, LLC (dba Hudson Valley Indoor Tennis)	Small Business		Seeking grant opportunities	Pro forma financial assessment
Shawangunk Journal/NewsAtomic	RESPOND	Dialogue	21			Shawangunk Journal/NewsAtomic	Small Business		Support and encourage participation	
Advancement Communications, Inc.	RESPOND	Dialogue	22			Advancement Communications, Inc.	Small Business		Network with other businesses in region	
Stourridge Vineyard, LLC	RESPOND	Dialogue	23			Stourridge Vineyard, LLC	Small Business		Assess participation in program	
Ellenville Regional Hospital	RESPOND	Dialogue	24			Ellenville Regional Hospital	Nonprofit		Keith Edwards, to learn about the program	
WayFinder Advisory Group LLC	RESPOND	Dialogue	25			WayFinder Advisory Group LLC	Small Business		Share experience with the community and network	
Ulster Savings Bank	RESPOND	Dialogue	26			Ulster Savings Bank			Bill Calderara, assess how to provide assistance to businesses	
Cahoots	RESPOND	Dialogue	27			Cahoots	Startup		Network with other businesses in region	
Totally Healed International	RESPOND	Dialogue	28			Totally Healed International	Small Business		Assess participation in program	
ROUNDTABLES / DIALOGUES										
Ulster RESPOND Roundtables: Master Goals for Industry Businesses	RESPOND	Roundtable	1	2:00	Danny Potocki,Johnny LeHane,Brinn Flagg					
Business Associations 01	RESPOND	Exploration	2	2:00	Michael Mike Oates,Jonathan Drapkin	HVEDC, Pattern for Progress	Association			

Business Associations 02	RESPOND	Exploration	3	2:00	Matt Igoe, John Cannon	RVGA, SBDC	Association			
Cafes & Restaurants 01	RESPOND	Roundtable	4	2:00	Nels Leader	Bread Alone	Small Business			
Coworking & Real Estate 01	RESPOND	Roundtable	5	2:00	Judy Tallerman, Don Tallerman	Senate Garage	Small Business			
Artists & Creatives 01	RESPOND	Roundtable	6	2:00	Melanie Cronin, Nina Isabelle	CronArtUSA, Three Phase Center	Independent			
Business Executives 01	RESPOND	Roundtable	7	2:00	Robert Bob Ryan, Orlando Reece	Ryan & Ryan Insurance, IDA	Small Business			
Entrepreneurs & Startups 01	RESPOND	Roundtable	8	2:00	Lou Paris, Bryan Meador	Cue, Plant Seeds	Startup			
Retail & Storefronts 01	RESPOND	Roundtable	9	2:00	Andrew Addotta	Hamilton & Adams	Small Business			
Cafes & Restaurants 02	RESPOND	Roundtable	10	2:00	Christopher Hewitt	Hudson Valley Current	Small Business			
Coworking & Real Estate 02	RESPOND	Roundtable	11	2:00	Judy Tallerman, Don Tallerman	Senate Garage	Small Business			
Artists & Creatives 02	RESPOND	Roundtable	12	2:00	Crystal Wei, Jaguar Mary	Mount Tremper Arts	Small Business			
Business Executives 02	RESPOND	Roundtable	13	2:00	Jeff Werner, Rita Capek	Hudson Valley Startup Fund, 37 Angels	Startup			
Entrepreneurs & Startups 02	RESPOND	Roundtable	14	2:00	Jimmy DeCocco, Nicole Hartwig	Super Coffee, Capri for Girls	Startup			
Cafes & Restaurants 03	RESPOND	Roundtable	15	2:00	Nels Leader, Christopher Hewitt	Bread Alone, Hudson Valley Current	Small Business			
Coworking & Real Estate 03	RESPOND	Roundtable	16	2:00	Scott Tillitt, Julie Robbins, Frederick Freddie Pikovsky	Beahive, One Epic Place, Barnfox	Small Business			
Artists & Creatives 03	RESPOND	Roundtable	17	2:00	Helen Toomer, Erica Marks	Stoneleaf, SUNY New Paltz	Small Business			
Entrepreneurs & Startups 03	RESPOND	Roundtable	18	2:00	Lou Paris, Bryan Meador	Cue, Plant Seeds	Startup			
Ulster RESPOND Roundtables: Industry Insights & Inspirations	RESPOND	Roundtable	19	2:00	Danny Potocki, Johnny LeHane					
All Industries 01	RESPOND	Roundtable	20	2:00	Danny Potocki, Johnny LeHane	Major thought leaders				
WORKSHOPS / WEBINARS										
Ulster RESPOND: Get Advised to Get Through the Pandemic	RESPOND	Workshop	1	1:00	Danny Potocki, Johnny LeHane					
Does Your Business Need to Pivot?	RESPOND	Workshop	2	1:00	Danny Potocki, Johnny LeHane					
Engaging Customers in COVID	RESPOND	Workshop	3	1:00	Joe DeVita	Moving Traffic Media				
Marketing Your Business During Uncertain Times	RESPOND	Workshop	4	1:00	Josh Sommers, Lisa Sommers	Focus Media				
Managing Cash Flow During a Pandemic	RESPOND	Workshop	5	1:00	Sarah Patterson	Essay Consulting				
Personal & Team Resiliency in our Pandemic	RESPOND	Workshop	6	1:00	Jimmy DeCocco, Dan Mulroy	Super Coffee, 373 North				
Deciding to Stay Open or Close in COVID: Lessons From Businesses	RESPOND	Workshop	7	1:00	Judy Tallerman	Senate Garage				
Business Model Pivots from Local Business Owners	RESPOND	Workshop	8	1:00	Andrew Addotta, Andrea Stromoski	Hamilton & Adams; Rough Draft Bar & Books				
Negotiating to Stay Open in COVID: Insights from Entrepreneurs	RESPOND	Workshop	9	1:00	Brian Nowitzki, Luke Burbach	Zena Recreation, Wiltwyck				
How Local Businesses Successfully Secured Funding to Operate in COVID	RESPOND	Workshop	10	1:00	Nicole Hartwig, Lou Paris	Capri for Girls; Cue				
Illustration of Success for Businesses Operating in a Pandemic	RESPOND	Workshop	11	1:00	Mark Kanter, Nina Schultz-Terner, Laurie Osmond	Berkshire Hathway Woodstock				
Managing Insurance & Risk Management in a Pandemic Economy	RESPOND	Workshop	12	1:00	Robert Bob Ryan	Ryan & Ryan Insurance				
Understanding What Your Customer Wants in a Changing Economy	RESPOND	Workshop	13	1:00	Danny Potocki					
Regional Funding Opportunities in Covid: Revolving Loans & Grants	RESPOND	Workshop	14	1:00	Lisa Berger, John Klassen	Ulster Savings				
Keeping a Sense of Local Community During COVID	RESPOND	Workshop	15	1:00	Christopher Hewitt, Sonia Narvaez	Hudson Valley Current				
Using Design Thinking to Pivot Your Business	RESPOND	Workshop	16	1:00	Rob Kissner	Digital Arts Experience				
Engaging & Rehiring Your Team in a Pandemic Economy	RESPOND	Workshop	17	1:00	Nels Leader	Bread Alone				
Business Innovation & Resilience Models	RESPOND	Workshop	18	1:00	Johnny LeHane, Danny Potocki, Jonathan Dragkin	Pattern for Progress				
How to Support Racial Justice in our Economy During a Pandemic	RESPOND	Workshop	19	1:00	Helene Lesterlin, Micah Blumenthal	Good Work Institute				
Lessons on Marketing Your Business in a New Economy	RESPOND	Workshop	20	1:00	Nina Isabelle, Melanie Cronin, Jarlyne Batista, Eileen Nunez	Three Phase Center, CronArtUSA				
Life As an Entrepreneur After Closing Your Business	RESPOND	Workshop	21	1:00	Tony DiMarco, John Basset, Paul Solis-Cohen	GSCEN, TCBY, Catskill Art Supply				
Personal & Business Health in Times of Challenge	RESPOND	Workshop	22	1:00	Sarah Copeland	Edible Living				
Lessons in a Pandemic: Community is Key for Building Business	RESPOND	Workshop	23	1:00	Danny Potocki, Johnny LeHane, Brinn Flagg					
Hudson Valley Innovation Forum: Coaching Entrepreneurs on the Job to Be Done	RESPOND	Workshop	24	1:00	Danny Potocki, Tony DiMarco	SUNY New Paltz				

ULSTER RESOND Resources Master List

Resource Name	Program	Resource Type	Status	Resource Platform	Resource Source	Views/RSVPs
LESSONS / INSIGHTS						
Business Modeling & Pivot Methods	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/covid-pivot	
Marketing Lead Generation Tools	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/dolorem-aut-et-qui	
Sales & Public Relations Approaches	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/webinar03	
Financial Pro Forma & Cash Flows	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/managing-cash-flow-during-covid	
Personal Resiliency Practices	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/personal-team-resiliency-in-our-pandemic-environment	
Business Decision Making	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/deciding-to-stay-open-or-close-in-covid-lessons-from-businesses	
Business Model Pivot Case Studies	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/business-model-pivots-from-local-business-owners	
Team & Program Management	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/negotiating-contracts-to-stay-open-in-covid-insights-from-entrepreneurs	
Startup & Business Funding Strategies	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/how-local-businesses-successfully-secured-funding-to-operate-in-covid	
Real Estate & Local Economies	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/illustration-of-success-for-businesses-in-a-pandemic	
Managing Risk & Insurance	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/managing-insurance-risk-management-in-a-pandemic-economy	
Regional Funding Opportunities	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/regional-funding-opportunities-in-covid-revolving-loans-grants	
Main Street & Local Economic Growth	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/keeping-a-sense-of-local-community-during-covid	
Hiring & Rehiring Strategies	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/engaging-rehiring-your-team-in-a-pandemic-economy	
Social Justice Mission & Strategies	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/how-to-support-racial-justice-in-our-economy-during-the-pandemic	
Independent, Nonprofit & Art Opportunities	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/lessons-on-marketing-your-business-in-the-new-economy	
Operational Assessment of Local Economies	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/life-as-entrepreneur-after-closing-your-business-in-covid	
Business Health Strategies	RESPOND	Insights		Website	https://www.ulsterrespond.com/webinars/personal-business-health-in-times-of-challenge	
TOOLS / METHODS						
Steve Blank Market Research	RESPOND	Methods		Website	https://steveblank.com/tools-and-blogs-for-entrepreneurs/#marketresearch	
Business Model Toolbox	RESPOND	Methods		Website	https://bmtoolbox.net/tools/	
IdeaBuddy Business Planning	RESPOND	Methods		Website	https://ideabuddy.com/	
LivePlan Business Financial Planning	RESPOND	Methods		Website	https://www.liveplan.com/	
Lean Startup Business Modeling	RESPOND	Methods		Website	http://theleanstartup.com/principles	
Canvanizer Market Analysis	RESPOND	Methods		Website	https://canvanizer.com/new/business-model-canvas	
Strategyzer Customer Mapping	RESPOND	Methods		Website	https://www.strategyzer.com/canvas/business-model-canvas	
MURAL Team Collaboration	RESPOND	Methods		Website	https://www.mural.co/	
Jocko Willis Leadership Management	RESPOND	Methods		Website	https://jockopodcast.com/	
Rachel Hollis Impact Statement	RESPOND	Methods		Website	https://mrachelhollis.com/category/work/	
James Clear Habit Development	RESPOND	Methods		Website	https://jamesclear.com/	
Peter Drucker Business Innovation	RESPOND	Methods		Website	https://www.drucker.institute/perspective/about-peter-drucker/	
Alexander Osterwalder Business Model Canvas	RESPOND	Methods		Website	https://ecorner.stanford.edu/contributor/alexander-osterwalder/	
Mel Robbins Decision Management	RESPOND	Methods		Website	https://melrobbins.com/	
Clay Christensen Jobs To Be Done	RESPOND	Methods		Website	https://www.christenseninstitute.org/?gclid=CjwKCAiAtk79BRAIEiwA4OskBh2UhS1QZIKJthoz5i8f1-IUFDym-oAUvvAz8bBDQMMyGc	
Ben Horowitz Funding Approach	RESPOND	Methods		Website	https://a16z.com/author/ben-horowitz/	
Gretchen Rubin Leadership Development	RESPOND	Methods		Website	https://gretchenrubin.com/	
Brene Brown Self Mastery	RESPOND	Methods		Website	https://brenebrown.com/	
Simon Sinek Start With Why	RESPOND	Methods		Website	https://simonsinek.com/	
Tim Ferriss Business Processes	RESPOND	Methods		Website	https://tim.blog/	
Angela Duckworth Grit Model	RESPOND	Methods		Website	https://angeladuckworth.com/	
Adam Grant Business Behaviors	RESPOND	Methods		Website	https://www.adamgrant.net/	
Greg Mckeown Why Statement	RESPOND	Methods		Website	https://gregmckeown.com/about/	
MEDIA / PROMOTION						
www.ulsterrespond.com	RESPOND	Media		Webflow	www.ulsterrespond.com	
Need a pick up?	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/648604679085837/	175
Implement tools for resiliency and growth	RESPOND	Media		Facebook, LinkedIn	https://www.facebook.com/accel7westchester/photos/a.362108577735450/649320265680945/	95
Participate in everything Ulster offers	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/652602182019420/	80
You can connect with local businesses	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/653842175228754/	75
Deciding to stay open or close	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/653360935276878/	85
Kingston High School Valedictorian	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/654723898473915/	625
Sign up for this week's Ulster RESPOND	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/657369408209364/	115
Head on over to Ulster RESPOND	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/658663054746666/	95
Join Ulster RESPOND in a webinar	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/662946430984995/	355
Join Ulster RESPOND live to learn more	RESPOND	Media		Facebook, LinkedIn	https://www.facebook.com/accel7westchester/photos/a.362108577735450/663458367600468/	75
Join two businesses who raised funds	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/667720527174252/	465
Access free business resources	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/671459366800368/	75
Discuss what success looks like	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/672738986672406/	70
Learn strategies for small business risk	RESPOND	Media		Instagram, Facebook	https://www.facebook.com/accel7westchester/photos/a.362108577735450/677732069506431/	145
How local businesses secured funding	RESPOND	Media		Facebook, LinkedIn	https://www.facebook.com/accel7westchester/videos/326523535234815	110
Connect with Ulster County businesses	RESPOND	Media		Instagram, Facebook	https://www.facebook.com/accel7westchester/photos/a.362108577735450/682007219078916/	75
Apply for regional funding in Ulster	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/682884045657900/	120
How to negotiate to stay open	RESPOND	Media		Facebook, LinkedIn	https://www.facebook.com/accel7westchester/videos/368685240840891	30
Ulster RESPOND partners can assist you	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/685596485386656/	85
Join Ulster RESPOND partners every week	RESPOND	Media		Facebook, LinkedIn	https://www.facebook.com/accel7westchester/photos/a.362108577735450/686129801999991/	70
Keep community together in challenge	RESPOND	Media		InstaInstagram, Facebook, l	https://www.facebook.com/accel7westchester/photos/a.362108577735450/687861968493441/	230
Meet with mentors in Ulster RESPOND	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/691401194806185/	80
Gain insight into loans and investment	RESPOND	Media		Facebook, LinkedIn	https://www.facebook.com/accel7westchester/videos/3369775716463133	40
Get your team back on track	RESPOND	Media		Instagram, Facebook	*	
Meet other artists and creatives	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/703522420260729/	85
Supporting local and black-owned businesses	RESPOND	Media		Facebook, LinkedIn	https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.gcsen.com%2Fblogs%2Fgcsen-news%2Fhudson-valley-c	65
Business innovation strategies	RESPOND	Media		LinkedIn	https://www.pattern-for-progress.org/podcast/	55
Free business resources for businesses	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/714252242521080/	40
Find balance in health and business	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/714298205849817/	70
Hudson Valley business growing nationally	RESPOND	Media		Facebook, LinkedIn	https://www.facebook.com/accel7westchester/photos/a.362108577735450/732435277369443/	65
Racial justice in our community	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/763580810921556/	55

Our community is here to help	RESPOND	Media		Instagram, Facebook, Linke	https://www.facebook.com/accel7westchester/photos/a.362108577735450/769397210339916/	10
Hudson Valley Venture Fest	RESPOND	Media		SUNY New Paltz	https://www.newpaltz.edu/schoolofbusiness/hvventurehub/entrepreneurs/	
Mid-Hudson Valley business calendar	RESPOND	Media		Daily Freeman	https://www.dailyfreeman.com/news/local-news/mid-hudson-valley-business-calendar-starting-june-29-2020/article_dfb5d8f0-b93c-11ea-8000-000119080000	
Ulster RESPOND Initiative helps businesses	RESPOND	Media		Daily Freeman	https://www.dailyfreeman.com/news/local-news/ulster-respond-initiative-aims-to-help-business-bounce-back/article_77674e88-ba1d-11ea-8000-000119080000	
Ulster RESPOND partnership helps businesses	RESPOND	Media		Chronogram River Newsroo	https://therivernewsroom.com/coronavirus-roundup-cdc-alters-guidelines-under-apparent-political-pressure/	

ULSTER RESOND Partners Master List

Resource Name	Program	Resource Type	Status	Resource Platform	Resource Source	Views/RSVPs
LESSONS / INSIGHTS						
Ulster County Economic Development Alliance (UCEDA)	RESPOND	Partner		Program Funder & Supporter		
Ulster County Office of Economic Development (OED)	RESPOND	Partner		Program Funder & Manager		
Hudson Valley Startup Fund	RESPOND	Partner		Mentorship Support	https://www.ulsterrespond.com/webinars/covid-pivot	
Hudson Valley Venture Hub	RESPOND	Partner		Mentorship Support	https://www.ulsterrespond.com/webinars/dolorem-aut-et-qui	
Women's Enterprise Development Center	RESPOND	Partner		Strategic Advisory Support	https://www.ulsterrespond.com/webinars/webinar03	
Ulster Savings Bank	RESPOND	Partner		Business Support	https://www.ulsterrespond.com/webinars/managing-cash-flow-during-covid	
SUNY New Paltz	RESPOND	Partner		Internship & Mentorship Network	https://www.ulsterrespond.com/webinars/personal-team-resiliency-in-our-pandemic-environment	
Hudson Valley Economic Development Corporation	RESPOND	Partner		Network & Business Support	https://www.ulsterrespond.com/webinars/deciding-to-stay-open-or-close-in-covid-lessons-from-businesses	
Salve Agency	RESPOND	Partner		Program Operations Support	https://www.ulsterrespond.com/webinars/negotiating-contracts-to-stay-open-in-covid-insights-from-entrepreneurs	
SUPER COFFEE	RESPOND	Partner		Network & Business Support	https://www.ulsterrespond.com/webinars/how-local-businesses-successfully-secured-funding-to-operate-in-covid	
Moving Traffic Media	RESPOND	Partner		Program Operations Support	https://www.ulsterrespond.com/webinars/illustration-of-success-for-businesses-in-a-pandemic	
Focus Media	RESPOND	Partner		Network & Business Support	https://www.ulsterrespond.com/webinars/managing-insurance-risk-management-in-a-pandemic-economy	
GCSEN	RESPOND	Partner		Network & Business Support	https://www.ulsterrespond.com/webinars/regional-funding-opportunities-in-covid-revolving-loans-grants	
Essay Consulting	RESPOND	Partner		Program Operations Support	https://www.ulsterrespond.com/webinars/keeping-a-sense-of-local-community-during-covid	
373 North	RESPOND	Partner		Program Operations Support	https://www.ulsterrespond.com/webinars/engaging-rehiring-your-team-in-a-pandemic-economy	
Ryan & Ryan Insurance	RESPOND	Partner		Network & Business Support	https://www.ulsterrespond.com/webinars/how-to-support-racial-justice-in-our-economy-during-the-pandemic	
MWP Magazine	RESPOND	Partner		Network & Business Support	https://www.ulsterrespond.com/webinars/lessons-on-marketing-your-business-in-the-new-economy	