

Small Business Workshop Series

Business Planning Workshop

9am

Starting a Business – Kate Baker, Director at University of Albany NYS Small Business Development Center (Warner 117)

Learn about starting a business from the ground up, including how to create a business plan and steps to success for achieving your business goals. Kate will answer questions you may have about starting your own business.

Continuing to Grow a Business – Amanda Piccolo, Executive Operations and Hospitality Consultant at the Century House (Warner 120)

If you already have an established business, but you would like to accelerate your business, this is the session for you. Led by an industry veteran, Amanda will provide you with strategies to take your business to the next level, including tips and tricks to grow your business even further.

10am

Things to Know After Starting and Continuing a Business – Brian Zweig, Principal of Business Opportunities Management Consulting (Warner 120)

With the foundation laid by the two previous sessions, Brian will go into further detail about what you really need to successfully and permanently run a business.

Forming an LLC – Ryan J. McCall, Esq., Associate Attorney at Tully Rinckey PLLC (Warner 117)

Forming an LLC may seem like an overwhelming task, however Ryan will walk you step-by-step through the process of acquiring an LLC. He will also cover the types of legal business structures and provide you with the tools necessary to create your own legal business entity.

11am

Branding Basics – Karen Paul, Owner of Elida Creative (Warner 111)

Learn the different aspects of branding and how to create your own branding framework. Karen will give you the resources and knowledge needed to make your business more than just a name or a logo.

Research & Development – Dr. Eric Ledet, Vice President, Research & Development and Director, Health Innovations Incubator & Technology Center at the Center for Disability Services (Warner 117)

This session will teach you strategies and techniques to allow yourself to innovate and develop new products. You will learn about the process in which a new product is made and how it evolves from an idea to an asset.

12pm - Lunch

Keynote Speaker – Walter Thorne, Market President & Publisher of Albany Business Review (Upper Prentice)

Walter Thorne is market president and publisher of the Albany Business Review. Thorne joined the Business Review in 2019 as advertising director and was promoted in July 2021. He brings over 30 years of sales and leadership experience to the Albany Business Review where he leads a talented team responsible for implementing strategies that help customers grow their business, advance their career and simplify their professional life.

Prior to joining ABR, Thorne held sales-focused positions with JDOG Junk Removal, Advance Media and Albany Broadcasting Co., and was self-employed for 28 years working for Rex Air Inc., selling Rainbow Vacuum cleaners door to door.

Thorne's passion is giving back to the community by coaching and mentoring professionals in today's unrest. He combines a unique perspective of empathy, accountability, awareness and structural changes to guide organizations to new levels in an uncertain time.

Thorne grew up in Wappingers Falls and studied music and business at Wagner College. He is a classically trained opera singer - trained in six languages - and an avid bowler. Thorne serves on the board of the The Community Foundation of the Greater Capital Region, Troy Savings Bank Music Hall and the Capital Region Chamber. He frequently volunteers his time as a mentor through several nonprofit organizations including Capital Region P-TECH and the SEAT Center.

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2pm

Accessing Capital – TBD, (Warner 120)

This session will help to simplify the process of finding capital to advance your business. Farm Credit East will personalize steps and solutions to give you the opportunity to gain investments for your business.

Importance of Having Your Documents in Order – Heather Devitt, Economic Development Specialist at Mohawk Valley Economic Development District, Inc. (Warner 117)

In this session, Heather will discuss documents that are especially important to keep, and keep organized. She will guide you through which legal documents and business papers you will want to keep and which you can get rid of.

3pm

Resources for Business Development Panel (Warner 120)

- **Jeffrey Boyce**, Upstate New York Branch Manager at U. S. Small Business Administration
- **Kate Baker**, Director of NYS Small Business Development Center at the University at Albany
- **Karen Maher**, Certified Business Mentor at SCORE
- **Matt Watson**, Senior Vice President, Empire State Development Division of Science, Technology & Innovation (NYSTAR)

Panelists from various government programs will talk about their ability to help you and your small business. They will discuss how their organizations differ and give you the right tools to help your business be successful.