



Hudson Valley Food & Beverage Alliance

BET ON MY BUSINESS ACADEMY



THE BET ON MY BUSINESS ACADEMY

Developed by the Hudson Valley Economic Development Corp. (HVEDC) and Hospitality Resource Group (HRG), the Academy presents established food and beverage entrepreneurs with a unique opportunity to learn from hospitality management and industry experts about overcoming the critical challenges when taking a small business to the next level of success.

This first-of-its-kind intensive, interactive program, is a hybrid of classroom and on-site job shadowing experiences, combining expert instruction with in-depth analysis of your individual business needs. Gain valuable insights into what it takes to expand a company through the real-world application of modern management theory featuring a blend of classroom instruction, group interaction, networking, on-site observation and expert feedback. Course offerings may include:

- Management & Leadership Skills Development
- Sales & Negotiation Tactics
- Business Growth Strategies
- Smart Brand-building
- Building a Better Distribution Channel
- Using Capital Efficiently
- Market Analysis and Industry Trends
- Competitive Review and Assessment

ELIGIBILITY

Applicants are required to already have an operating food or beverage business within the Hudson Valley, and demonstrate a track record of operational success. Small businesses are preferred, and must employ at least two to five employees to qualify.

Accepted applicants must commit to participating in the full program (and attend all classroom and on-site commitments) in order to receive full tuition paid for by a generous grant from the Chris Hughes and Sean Eldridge Donor Advised Fund, NYSEG and HVEDC's Hudson Valley Food & Beverage Alliance. Academy participants who do not complete the classroom portion will not be allowed to participate in the job-shadowing experience.

TIME COMMITMENT

Three to four half-day classroom experiences and one day of on-site job shadowing located within the Hudson Valley.

The Academy is scheduled to run from **March to August 2017.**

TO APPLY, OR FOR MORE INFORMATION:

Contact Brian Gates at bgates@hvedc.com or call (845) 220-2244.

PRESENTED BY



Chris Hughes and
Sean Eldridge
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hvedc.com/bomba

SAMPLE COMPLIMENTARY PROMOTIONAL CAMPAIGN

SOCIAL MEDIA

Hudson Valley Economic Development Corporation
hvedc May 25 · 🌐

We feel like proud parents here at HVEDC...Pennings Farm, one of the food and beverage entrepreneurs participating in HVEDC's Hudson Valley Food & Beverage Alliance "Bet on My Business Academy" is expanding their business with the Grand Opening of their new cidery on June 4th. The Academy was designed to provide these entrepreneurs with the business tools and mentoring opportunities to take their business to the next level of success. We are thrilled to see this expansion and invite you to take a look at the offerings, and hopefully you can visit them on the 4th and let them know HVEDC sent you!



Hudson Valley Economic Development Corporation
hvedc June 8 · 🌐

One of HVEDC's soon-to-be-graduates from the NYSEG-sponsored Bet on My Business Academy for food and beverage entrepreneurs, Keegan Ales, is featured in this fantastic article. Take a look:



Keegan Ales: The Mother's Milk of Hudson Valley Beer (Beer review)
Keegan Ales best known beer is its milk stout

NEWYORKUPSTATE.COM | BY JARED PAVENTI & AL...

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Hudson Valley Economic Development Corporation
hvedc March 16 · 🌐

Fantastic launch for yesterday's NYSEG-sponsored Bet on My Business Academy for food and beverage entrepreneurs from throughout the Hudson Valley. The enthusiasm was incredible, especially after hearing inspiring insights from Captain Lawrence Brewing Company founder, Scott Vaccaro. His company is one of the most successful craft breweries in the nation, so we greatly appreciate Scott's time to help start this important pilot project off in the right way. HVEDC will be providing updates on the Class of 2016 as the year progresses, so stay tuned!

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PRINT ADVERTISING



HUDSON VALLEY'S BEST BETS

Developed by HVEDC for awarding Hudson Valley specialty food and craft beverage entrepreneurs, and unlike any other program or its kind in New York, the Bet on My Business Academy combines intensive education and job shadowing for the learning experience of a lifetime.

Made possible by  Managed by 

CONGRATULATIONS CLASS OF 2016 GRADUATES



 
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School of Business hosts HVEDC for "Bet on My Business Academy" on food marketing

May 27, 2016 - Events, Faculty/Staff News, Featured News, News Releases, School of Business

The SUNY New Paltz School of Business hosted the Hudson Valley Economic Development Corporation (HVEDC) for a "Bet on My Business Academy" session, titled "Business Growth and Branding," on April 28.

The session was hosted by Marketing Lecturer Russell J. Zwaska, who serves as a "food and beverage expert" for the Food and Beverage Alliance segment of HVEDC. It was attended by representatives of a number of businesses from across the region, including restaurants, farms, breweries and vineyards.

"To be able to interact with some of the strongest Hudson Valley food and beverage entrepreneurs in a personal setting, and work with their strategic business growth and direction, is an honor," Zwaska said. "It is a testament to the relationships we at the School of Business have built with the HVEDC and the members of the Food and Beverage Alliance."

Bet on My Business Academy is an HVEDC initiative to help local entrepreneurs in the food and beverage industries learn how to meet the needs of larger companies that may wish to do business in the Hudson Valley.



DIGITAL ADVERTISING

After a day of back-to-school shopping, you deserve a treat!

Have no fear, we've got you covered on both ends of the Valley...



Celebrate National Waffle Day today with

Tas Kafé
Beacon-based fresh roasted, coffee bean producer

ELEANOR'S BEST
Garrison-based artisanal jam, jelly, preserve and marmalade maker

WINEZetta
A great selection of wine and spirits in Yonkers

Graduates of the Bet on My Business Academy, a unique educational program for Hudson Valley food and beverage entrepreneurs.

Crafted by 

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TESTIMONIALS (CLASS OF 2016 GRADUATES)

"This program was extremely beneficial for us because we have huge ambitions for our company and access to intelligent and qualified brains is sometimes hard to find."

- Patti Wilcox of Awestruck Ciders

"We've been considering several things in terms of a transition at WineZetta. Going into this we were looking for feedback on our ideas and wanted to learn strategy from other businesses in the region. The program facilitated so many interesting, useful discussions."

- Natalia Postrigan, owner of WineZetta

"I went into this hoping to learn from other businesses' growth and daily struggles and I'm happy to say I got some real-life examples from class participants."

- Greg Flaherty, owner of Tas Kafé

"I'm grateful for this wonderful opportunity. From the classes to the job shadowing - I found it all valuable. I have already made so many positive steps with my business due to my experience with the Academy."

- Jennifer Mercurio, owner of Eleanor's Best