



Choose Columbia
Columbia Economic Development Corporation

2025 MICROBUSINESS SEMINAR SERIES

Session 43

All Classes Held in the Board Room of the Columbia County Chamber of Commerce
One North Front Street, Hudson, NY 12534
Wednesday evenings 6:00PM – 8:30PM

Session 1

April 16, 2025

Writing a Business Plan

Instructor: Brain Zweig, Business Opportunities Management Consulting

Tell the world about you and your business. Why a business plan is important. Learn how to write one that reflects your goals and sets deadlines for reaching them.

Session 2

April 23, 2025

Marketing 101

Instructor: Karolina Haraldsdottir, Business Consultant

Learn the fundamentals of marketing your business including developing an effective digital marketing plan. Learn how to assess customer needs and utilize social media, search engine marketing, display advertising, content marketing, email marketing and more.

Session 3

April 30, 2025

Staying Within the Lines

Instructor: Dr. Stacey Hills, Associate Professor of Business, Columbia-Greene Community College

Small business bookkeeping. Software for business planning, bookkeeping and inventory. Understanding income statements, balance sheets and cash flow statements. Sales tax, payroll taxes and self-employment taxes

Session 4

May 7, 2025

Laying the Groundwork

Instructor: Andrew Howard, Esq. Freeman Howard, PC

Consideration of business legal structures including DBAs, partnerships, LLCs and corporations. Risk assessment and asset protection. General regulatory compliance matters. Introduction to common contracts and agreements. Legal issues in employment/human resources.

Applications are available by calling 518-828-4718 or emailing
microenterprise@columbiaedc.com