

WINTER 2017

EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES

JEREMY M. JACOBS 2016 EXECUTIVE OF THE YEAR

Look on Page 11 for
Spotlights on...



MARY ANNE CAPPONE
Advertising Sales Director
Bee Group Newspapers
Member since 2005



KURT AMICO
President
MidCity Office Furniture
Member since 2001



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CALENDAR OF EVENTS

Cocktails & Connections Networking Event Tewksbury Lodge

February 13
5:30 p.m. – 7:30 p.m.

2016 Executive of the Year & Elite Sales & Marketing Awards Gala

Millennium Buffalo
featuring Jeremy Jacobs, Delaware North
2016 Executive of the Year

March 6
5:00 pm Networking
6:15 pm Dinner & Program

March Dinner Meeting

Smith Theatre
presentation by Michael Murphy,
new president of Shea's Performing Arts Center

March 27
5:15 p.m. Networking
6:15 pm Dinner & Program

April Happy Hour Seminar

Teen Tackles Billion Dollar Skin
Care Industry tour and demonstration by
Zandra Cunningham, founder, Zandra Beauty

April 5
5:00 p.m. – 7:00 p.m.

April Dinner Meeting & Student Day

Hyatt Regency Buffalo
Presentation by Patrick Finan, co-founder
of Block Club and Loupe

April 24
5:15 p.m. Networking
6:15 p.m. Dinner & Program

Night out at the Alleyway Theater

"I'm Fine", a play based on the book,
The Widower's Journey, by Herb Knoll,
past president of BNSME

May 6
7:30 p.m.

Annual Installation Dinner

May 22
5:15 p.m. Networking
6:15 p.m. Dinner & Program

22nd Annual Golf Outing

Orchard Park Country Club
To benefit Junior Achievement of WNY
Title Sponsor: FB Displays & Designs, Inc.

June 19
10:00 a.m. – 7:00 p.m.

Our programming committee conducted a survey this past fall and thanks to our members' input, we are tailoring our events with your feedback in mind. Our programming committee (see member list on the right of this page), is working to provide intriguing and educational events for our members and community.

Have an idea for a topic or speaker? Interested in joining the committee?
Contact Jeanne Hellert at bnsme@bnsme.org

BNSME COMMITTEES

**Would you like to join one of
our committees?**

Contact Jeanne Hellert at
716-662-2279 or bnsme@bnsme.org

Education:

Michael Donovan (vice president)
Peter Beyette, Riverfront Medical, P.C.
Rachael Herrmann, The Quilted Squirrel
Tim Finney, Alcott HR
Don Hahn, Hahn Training LLC
Bill Knoche, Integra Enterprises
Nicole Meisenburg, Manzella Marketing
Fran Vaughan, FMV Tax Professionals

Awards Gala:

Tim Kwiatkowski, Bank of Akron (chair)
Kyle Aronica, Evans Bank
Lori Kuzan, Lawley
Joe Lojacono, Valmark Associates
Karen Nordaby, Seneca Niagara Resort & Casino
Laurie Mahoney, Junior Achievement of WNY
Shelley Rohauer, Buffalo Business First
Karen Sorrentino, Unyts

Programming:

Jill Pawlik, Uniland Development Company (vice president)
Rachael Brown, Employer Services Corporation
Nancy Cox, The Bonadio Group
Michael Even, Visit Buffalo Niagara
Jenna Luehrsen, Leadership Buffalo
Chris Pinto, California Closets
Michaela Lajoie, Westin Buffalo

Membership:

Tony Blasting, Northwestern Mutual (vice president)
Francine Brooks, FB Displays & Designs, Inc.
Darrick Kristich, Sedara
Joe Leary, The John Maxwell Team
Marissa Malone, SelectOne LLC
Beth O'Keefe, ECIDA
Rick Serra, Allpro Parking, LLC

Golf:

Jim Gannon, Scheid Architectural (chair)
Jeff Bailey, Shatter I.T. LLC
Paul Chisholm, Insurance Associates Marketplace
Mike Ciechoski, Buffalo Bills
Dan Daddario, Get Noticed Promotions
Laurie Mahoney, Junior Achievement of WNY
Jeff Reed, Mount Calvary Cemetery
Peter Ronca, Shatter I.T. LLC
Lisa Roy, Junior Achievement of WNY

Marketing Communications:

Mary Anne Cappon, Bee Group Newspapers (vice president)
Jacob Becker, Marketing Mayor LLC
Nicole Meisenburg, Manzella Marketing
Mary Oshei, Shea's Performing Arts Center

EXECUTIVE NEWS

Message from the President

During the past 20 years as a professional, I have learned that your ability to achieve your desired goals can be determined not only by skill alone, but in the relationships that we develop. As a member of the BNSME since 2011, I have been fortunate to have nurtured many great friendships. These relationships have provided outstanding business advice and direction, created new customers, vendors, and referral sources, and were instrumental in mutually beneficial goal attainment and successes.

Many of us belong to a variety of organizations and it goes without saying that the greater the level of participation, the more value you receive from your membership. I have been very privileged to have participated not only in our dinner meetings, sunrise seminars, and cocktail & connection events, but have worked with members who have become good friends on committees that included the Membership committee, the Executive of the Year Committee (EOY), the Finance Committee, and the Golf Event. I highly recommend joining a committee. It is a little bit of work, surrounded by a lot of FUN!

Now it wouldn't be fair to keep the knowledge, connections, and fun to ourselves... Don't forget to ask your friends and colleagues to attend an event! Or better yet, become a member!

Each event, speaker, and connection has allowed me to continue to develop professionally. It has also provided an opportunity to share my talents with others. I can honestly say that I have gained clients as well as have become a client to several of our member companies. These connections would not have occurred without the BNSME. I am thankful that my business partner suggested that I look into and join the BNSME. When he brought the organization to my attention, I looked at him and said, "...my role isn't sales or marketing." His response was profound, "During every interaction, we are always selling and marketing ourselves, our business, and our brand." No sooner did the words pass his lips, I knew he was right. I joined immediately and the rest has been history! Since joining, I have changed roles, companies, and industries and have found that this membership is versatile. I apply what I learn from each interaction in a different way, resulting in added value.

I am grateful for the opportunity to be a guiding member of this organization



I am grateful for the opportunity to be a guiding member of this organization and look forward to the strong programming and exciting events that are on the horizon this spring! See you at our next event!

Graciously yours,

Lisa Ettipio-Lauciello
Director of Career Services
Bryant & Stratton College



Lisa Ettipio-Lauciello
2016-2017 president

I highly recommend joining a committee. It is a little bit of work, surrounded by a lot of FUN!

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BNSME will present Jeremy Jacobs, chairman of Delaware North, with the 2016 Executive of the Year award at our annual awards gala on March 6, 2017.

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BUFFALO NIAGARA SALES & MARKETING EXECUTIVES
P.O. Box 1185, Orchard Park, NY 14127
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THE 2016 EXECUTIVE OF THE YEAR AND ELITE SALES & MARKETING AWARDS

MARCH 6

Make your reservation for **Monday, March 6**, when members of the Buffalo Niagara Sales and Marketing Executives will recognize the achievements of area professionals at our annual **Sales & Marketing Awards Gala**.

We will proudly present the 2016 Executive of the Year Award to **Jeremy Jacobs**, chairman of Delaware North Companies. Mr. Jacobs will be honored in conjunction with the Elite Sales & Marketing Award winners at the **Millennium Buffalo**.

The event also affords Western New York companies an opportunity to recognize their top achievers in sales and marketing. The **Elite Sales & Marketing Awards** are given to employees who have excelled in representing their companies.

BNSME will also honor a **Collegiate Sales & Marketing Award** winner, to be chosen from students nominated from area colleges. New this year – the Collegiate Sales & Marketing Award recipient will receive a \$500 scholarship.

Please join us in paying tribute to Western New York's top achievers.

Q & A WITH JEREMY M. JACOBS

What is your favorite restaurant?

Patina 250, of course.

What is your favorite book?

Shoe Dog by Phil Knight was a great book. I can relate to a lot of his professional experiences, and I appreciate everything he went through to gain favor with financial institutions in Nike's early days. Many banks didn't share his vision, and they certainly underestimated him.

What is your favorite movie?

As Good As It Gets with Jack Nicholson. That's a very funny movie.

How do you spend your free time?

I really enjoy business, and I enjoy watching just about every sport, particularly hockey. It's especially fulfilling to see the crossover between sports and the business of sports, which is at the heart of Delaware North's history as a company.



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Education



Cocktail



Silver



Media



Print



A/V



Photographer



Where have you never been but would like to travel to?

Just about everywhere I have never been is a place I'd like to go to. I will say that I have traveled to China, but I'd like to spend more time there to gain a better understanding of their business activities.

Tell us about your family

There's a lot to say. I've been married to my wife, Peggy, for 59 years and we have six children. I feel very lucky that my children are all healthy and fully engaged in the business. It's very rewarding that my sons are serving as CEOs and carrying on the leadership of the company into the next generation. We also have eighteen grandchildren and two great-grandchildren. Having great-grandchildren doesn't make me feel old, but knowing that my daughter is a grandmother does!

Where were you educated?

In Buffalo, at UB. I also graduated from Harvard's Advanced Management Program. It was a very intensive and instructive program that I enjoyed very much. I met people from all over the world, and it led to Delaware North going into business in South Africa and Australia. One of my classmates is currently on our company's board of directors.

What was your dream job when you were a child?

I have always wanted to follow in my father's footsteps.

Can you share a sales and marketing best practice?

The most important thing is that you believe in what you're selling, and then it will come very easily.

Tell us about a time you overcame adversity

My father died when I was just 28 years old. I assumed a level of authority that, at that age, did not come naturally to me. I was still at a point in my life where I was inclined to follow and not lead. But I had to lead.

MESSAGE FROM THE PRESENTING SPONSOR

Delaware North is honored that its chairman, Jeremy Jacobs, has been named Executive of the Year by Buffalo Niagara Sales & Marketing Executives.

With this award, Mr. Jacobs joins a prestigious list of previous winners that includes highly successful and community-minded business leaders who truly make Western New York a special place to live, work and play.

Buffalo has been Delaware North's home since the company's inception. In 1915, the Jacobs family started selling peanuts and popcorn at local theaters, and today the company is one of the world's largest privately-held hospitality companies. Delaware North's reach includes 60,000 associates and spans four continents, but its roots remain firmly planted in downtown Buffalo.

In the midst of its 100th anniversary in 2015, Delaware North moved into its new global headquarters at the corner of Delaware Avenue and Chippewa Street. The ultramodern, 12-story building features barrier-free office space, coffee bars, state-of-the-art virtual meeting technology and spectacular, panoramic views of the city. The facility – officially named **The Delaware North Building** – also includes a stunning addition to the city's hotel assets with The Westin Buffalo and a distinctive new restaurant, Patina 250, operated by Delaware North's esteemed Patina Restaurant Group.



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CHECK OUT WHAT'S BEEN



CEO Roundtable panelists: Jim Houser, Delaware North; Nadja Piatka, Nadja Foods; Ron Tanski, National Fuel



New members Jacob Becker and Matthew Wargin from Marketing Mayor; Roberta Bemiller, Career Partners International Buffalo Niagara and Rachael Herrmann, The Quilted Squirrel, were welcomed by president, Lisa Ettipio-Lauciello



Courtney McClurg and Brittany Cooper from Adam's Mark Hotel and Event Center



Maryalice Demler from WGRZ-TV Channel 2 moderated our CEO Roundtable



Panelists Steve Finch, GM Tonawanda Engine Plant and William Gisell, Rich Products



Mary Oshei, Shea's with Pat Herberger, LegalShield/IDShield and Marissa Malone, SelectOne

SEPT

**EVEN SUPERHEROES
START SOMEWHERE.
INSPIRE HIM.**



www.jawny.org



BNSME's 21st annual golf tournament Donates \$9,500 to Junior Achievement of WNY

At the BNSME CEO Roundtable on September 26th, the Buffalo Niagara Sales and Marketing Executives proudly presented a check from their 21st annual golf tournament in the donation amount of \$9,500 to Junior Achievement of WNY.

Junior Achievement of WNY's mission is to support financial literacy, entrepreneurship and work readiness education for students from Kindergarten to 12th grade.

To learn more about Junior Achievement of WNY and to volunteer and donate, go to jawny.org or call Laurie Mahoney at 716-853-1381 ext. 11.



Peter Ronca, Shatter I.T., our Title sponsor and Lisa Ettipio-Lauciello, BNSME president present our donation to Laurie Mahoney (center), president of Junior Achievement of WNY.

HAPPENING AT OUR EVENTS

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Kate Scaglione from the Buffalo Niagara Partnership chats with Patrick Kaler from Visit Buffalo Niagara



Event speaker Patrick Kaler, president and CEO of Visit Buffalo Niagara



Cal Pitruzzella, Mobile Marketing Solutions of WNY with Deanna Wach, Buffalo Marriott Harborcenter and Tom Wach, EGW



Rick Serra, Allpro Parking with Mike Farrell, Constellation Energy



Event speaker Christopher Schoepflin, USA Niagara Development Corp



VP Membership, Tony Blasting, Northwestern Mutual and Executive VP, Nicole Meisenburg from Manzella Marketing present a new member plaque and gift to Patty Notaro from WELCOME Magazine.



Rachael Brown, Employers Services Corporation, facilitates a discussion at our Progressive Networking Dinner



New members John Baldo and Marissa Malone from Select One and Debbie Heller, Millennium Buffalo



Trace George, VSP Graphic Group with Kyle Aronia, Evans Bank and Tim Kwiatkowski, Bank of Akron



Josh Szary, VSP Graphic Group with Eric Ensminger, Marketing Tech



Ben Casto, Applied Sciences Group with Michaela Lajoie, Westin Buffalo and Rick Dean, R.W. Dean & Associates



Dan Daddario shares his insights during the Progressive Networking Dinner.

N
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V

JOIN US FOR THESE

March 27 Dinner Meeting: An Evening with Michael G. Murphy



MICHAEL G. MURPHY
president, Shea's
Performing Arts Center

Sponsored by:



LEADERSHIP
BUFFALO



Please join us on March 27 at the Smith Theatre when we will meet Michael and learn about his vision for Shea's.

April 5 Happy Hour Seminar: Teen Tackles Billion Dollar Skin Care Industry tour and demonstration

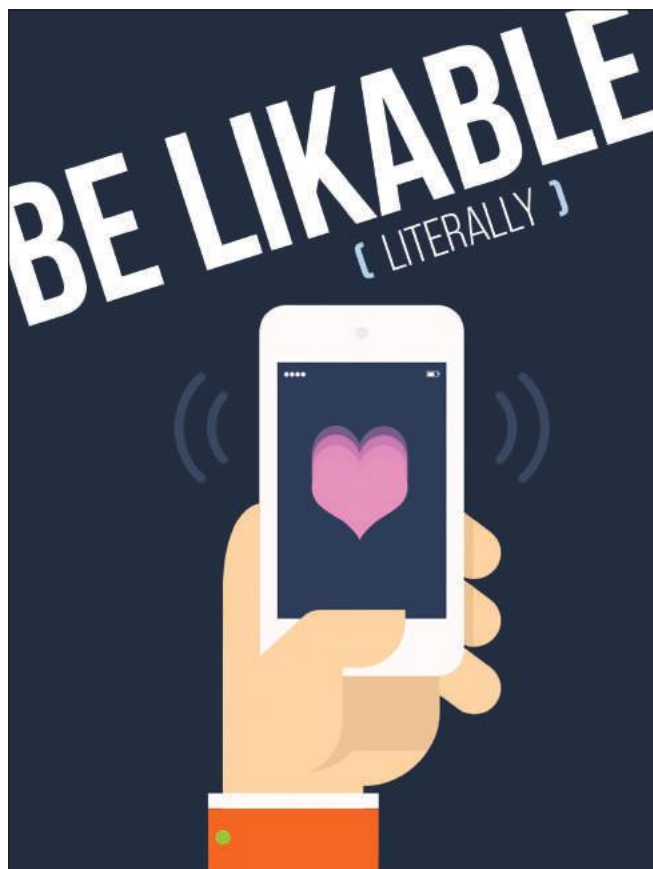


ZANDRA CUNNINGHAM
Entrepreneur, Speaker,
Philanthropist

Learn about a Buffalo teenager's growing company making and selling natural skin and hair products for kids, men and women. Tour the manufacturing studio and make your own customized sample to take home.

Zandra is a TEDx speaker and is becoming a recognized entrepreneur due to her work in the Buffalo community and beyond. She has been featured on several news outlets such as Black Enterprise,

NPR, Seventeen Magazine, Girls Life Magazine, INC, USA TODAY, Nickelodeon, The TODAY Show, The Harry Connick Jr. Show and ABC Nightline in addition to facilitating many workshops and presentations for well know organizations like BALLE, Canisius College, Girls Scouts of America, Boys and Girls Club and Alpha Kappa Alpha Sorority to name a few.



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SPRING EVENTS

April 24 Dinner Meeting: *An Evening with Patrick Finan*



PATRICK FINAN
co-founder Block Club
and Loupe

Sponsored by:



For the April monthly dinner meeting at the Hyatt Regency Buffalo, BNSME welcomes Patrick Finan, Co-Founder & Principal of Block Club and the Co-Founder and CEO at Loupe. At this dinner, BNSME will also host area college students for Student Day. Patrick will talk about putting aside fear to create opportunities for greatness in business and in life!

May 6 Special Event: *"I'm Fine" a play at Alleyway Theatre*

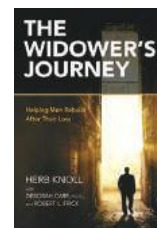


HERB KNOLL
author of
The Widower's Journey
Helping Men Rebuild After
Their Loss

BNSME past president and Hall of Fame member, Herb Knoll, has written a book with Deborah Carr, Ph.D. & Robert L. Frick entitled *The Widower's Journey: Helping Men Rebuild After Their Loss*. Now that book has inspired the play "I'm Fine" by Neal Radice, founder of Alleyway Theatre.

The past presidents of BNSME are gathering for a night out and invite members and guests to attend

the world premiere of "I'm Fine" on Saturday, May 6 at the Alleyway Theatre. Tickets can be purchased online at <http://alleyway.com>.



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SPOTLIGHT ON MEMBERSHIP

COCKTAILS AND CONNECTIONS 2017:



by Tony Blasting

Dear Members,

We see you at the end of the bar. We buy you a drink and stroll over for an introduction. You like what you see and hear and you think, maybe dinner together might be nice. This could be the start of a beautiful business building, skill building, networking relationship. Come have a drink with us.

They say all the good groups are taken but we are available... and looking for a long term connection. We hope to see you soon.



Tony Blasting
VP Membership

BOARD OF DIRECTORS

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financial advisor
Northwestern Mutual
VP MEMBERSHIP

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vice president sales & service
Visit Buffalo Niagara
DIRECTOR

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DIRECTOR

TIM FINNEY
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NICOLE MEISENBURG
account supervisor
Manzella Marketing
EXECUTIVE VP

JEFF CONRAD
sales operations manager
Caplugs
DIRECTOR

JILL PAWLK
senior marketing manager
Uniland Development Company
VP PROGRAMMING

LAURA DEL MONTE
marketing specialist
Employer Services Corporation
DIRECTOR

SHELLEY ROHAUER
director of advertising sales
Buffalo Business First
DIRECTOR

MICHAEL DONOVAN
VP EDUCATION

EDWARD SULLIVAN
chief executive officer
Hanson Sign Companies
DIRECTOR

LISA ETTIPIO-LAUCIELLO
director of Career Services
Online Education
Bryant & Stratton College
PRESIDENT

FRAN VAUGHAN
chief executive officer
FMV Tax Professionals
TREASURER

WELCOME NEW MEMBERS



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SelectOne LLC



ROBERTA BEMILLER
Career Partners
International
Buffalo | Niagara



DEBBIE HELLER
Millennium Buffalo



RACHAEL HERRMANN
The Quilted
Squirrel



MIKE KELLY
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BOARD MEMBER

Spotlight

MEMBER

Spotlight

MARY ANNE CAPPON

advertising sales director, Bee Group Newspapers



When I became a member of BNSME in 2005, I had no idea of what to expect. My very first dinner meeting made me feel incredibly welcome. I was impressed with the diverse group of professionals who were so willing to share experiences and introduce me to as many members as they could. I couldn't get enough of this group.

My involvement continued to grow into joining committees. I have volunteered for PR, Marketing, Communications, hospitality, golf, and the awards committees. I even became the Executive of the Year Chairperson for a couple of years. I have been on The Board in the past and am currently active on the Board as the VP of Marketing Communications. BNSME provides incredible professional value—from progressive networking, to educational seminars, to informative dinner meetings and many business opportunities. The Board and committee members give so freely of their expertise and time to make BNSME what it is today. The contacts that I have made from day one has been extremely beneficial to expand the awareness of Bee Group Newspapers as a local community oriented newspaper. Won't you consider joining and becoming involved in one of our variety of committees? I'm convinced you will be glad you did.

KURT AMICO

president, MidCity Office Furniture



Midcity (Kurt) joined BNSME in 2001. My expertise and focus was sales and evolved to management. The name said it all. The **executive** level was new to me. As I began to manage Midcity, we hardly had a budget for training our staff, let alone training this overconfident new General Manager. I did not have real experience managing people outside of my army experience. At that time, I told them what to do and yell until they listened. As for marketing the company, we just did what we always did. We were blast marketers and spent like drunken sailors.... Through the months and years since joining BNSME, we (me and my peeps) have taken dozens of sunrise seminars and "lunch and learns" that gave us a glimpse of what we needed to do, change or even just remember. The dinner speakers have challenged my thinking and even when it feels like we have heard it all before, it emphasizes the direction we need to go or "gets us back on track". I can barely remember when I thought Guerrilla Marketing meant hanging out at the side of the road waving a sign in a furry costume.

Thanks BNSME for helping Midcity strive "for a better day at the office"....for my customers and most importantly my staff so they can take care of my customers better than ever!!!

Education Committee Update

The Education Committee's goal to increase personal contact between BNSME and the next generation of sales and marketing professionals has been successful! Our outreach to local colleges has resulted in greater student engagement.

At the upcoming awards gala dinner in March, one student will receive the BNSME Collegiate Sales & Marketing Award, which will be presented along with a \$500 scholarship check.

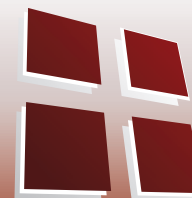
The winner will be chosen from nominees who have demonstrated a combination of sales and marketing experience with a professional trade organization and contributed toward a community civic organization.

Members interested in participating with BNSME and collegiate outreach are encouraged to join the Education committee.

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FALL 2016

EXECUTIVE NEWS

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GOLF OUTING



BUFFALO NIAGARA
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PROFESSIONAL DEVELOPMENT,
RELATIONSHIP BUILDING

MONDAY, JUNE 19, 2017



ORCHARD PARK COUNTRY CLUB

Save the Date!

Buffalo Niagara Sales & Marketing Executives
partnering with **Junior Achievement of WNY**
invite you to join us for a day of
GOLF AND NETWORKING.

10:00 a.m. registration
11:00 a.m. lunch
(catered by Longhorn Steakhouse)
12:00 p.m. Shotgun
(scramble format)

Place: Orchard Park Country Club
Cost: \$750 Early Bird Foursome until
May 23 or \$200 single golfers
\$50 Dinner Only



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EVENT HIGHLIGHTS

- On course contests
- Terrific food including everyone's favorite Seafood Bar!
- Great prizes in our live, and basket auctions!
- Fabulous live auction featuring two first class Delta Air Lines tickets, one week stay at a Dominican Republic Villa, and more!

WHY JOIN BNSME?

- Professional Development, Relationship Building
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- Relevant Interactive Educational Seminars
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