

SPRING 2017

EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES



Look on Page 11 for
Spotlights on...



DOUG EBERHARDT
Member since 2004
Marketing Manager
Sealing Devices, Inc.



JILL PAWLIK
Member since 2014
Senior Marketing Manager
Uniland Development
Company

photo by: Dylan Buyskes, Orion Studio - Thanks Dylan



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CALENDAR OF EVENTS

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

Annual Installation Dinner Marriott HarborCenter

Going the Distance: OnCore Founders
Discuss the Business of Golf
presented by Bret Blakely and
Steve Coulton, OnCore Golf

May 22

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

Sunrise Seminar

The Westin Buffalo
Using Drones to Take Your Business
to New Heights presented by Ryan Kanowski
and Jacob Becker, co-owners of Drone Buffalo

June 9, 2017

8:00 a.m. Breakfast
8:30 a.m. Presentation

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.

And Mark your Calendars for Fall 2017 Monthly Dinners:

September Monthly Dinner The Westin Buffalo

CEO Roundtable

September 25

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

October Monthly Dinner

October 23

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

November Monthly Dinner Millennium Hotel

Progressive Networking Dinner

November 27

5:15 p.m. Networking Dinner

Share your insights, experiences and expertise with industry leaders in sales and marketing

From educational breakfast and happy hour seminars to social networking events at the coolest places around, we have something for everyone. We are always looking for dynamic presenters willing to share expertise in the field of marketing, sales, leadership, business development, time-management, productivity and team-building with our group. If you or someone you know, is interested in presenting, please email Jill Pawlik, VP of Programming at jpawlik@uniland.com.

You may also submit a presentation topic on our website. Look for this link on our homepage: **Submit a Program RFP**

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, Integer (vice president)
Peter Beyette, Riverfront Medical, P.C.
Tim Finney, Alcott HR
Don Hahn, Hahn Training LLC
Rachael Herrmann, The Quilted Squirrel
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

Programming:

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

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Tony Blasting, Northwestern Mutual (vice president)
Francine Brooks, FB Displays & Designs, Inc.
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, Strategic Ticket Sales Consultant
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

Spring has arrived and life is in bloom. Don't forget to cultivate your relationships, so that they can blossom. Stay active with your BNSME contacts, friends, and colleagues. Our events are a great way to enhance your skills, network, and make new contacts. We LOVE referrals! So make sure to invite a friend to join you at one of our events.



Lisa Ettipio-Lauciello
2016-2017 president

There are many things in life that can inspire us to greatness. No one ever achieved success by just sitting there and waiting for it to knock on their door. It happened because that individual pushed forward, pushed past fear, and took a chance. This reminds me of a quote from sociologist, Robert Bellah, "We never get to the bottom of ourselves on our own. We discover who we are face to face and side by side with others in work, love, and learning." BNSME provides a nurturing environment that allows us to grow both personally and professionally. By participating in our dinner meetings, sunrise seminars, and cocktails & connections events our members excel in enhancing their knowledge base, increasing their network, identifying potential clients, and fulfilling their goals. I would be remiss, if I didn't mention the bonds made by participating on a committee.

BNSME provides a nurturing environment that allows us to grow both personally and professionally.

We have had an amazing year so far and there is still more to come. I would like to thank our Programming Committee, led by Jill Pawlik, our Board of Directors, and Jeanne Hellert, our Executive Director for another successful year. I am truly grateful to have had this opportunity to serve as President for an organization that is filled with outstanding individuals.

Being your President has been an incredible experience and I look forward to my continued involvement with BNSME.

I hope to see you at our upcoming events including the Installation dinner on May 22 where I am proud to hand the reins to Nicole Meisenburg, Manzella Marketing, as our incoming BNSME President. Of course, we can't wait to see everyone at our 22nd annual Golf outing on June 19!



Being your President has been an incredible experience and I look forward to my continued involvement with BNSME. Thank you for this opportunity to represent this exceptional organization.

Graciously Yours,

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

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Each year, Jan Owczarczak, Executive VP of Business Development, Employer Services Corporation, enjoys the BNSME golf outing at Orchard Park Country Club.

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ANNUAL INSTALLATION DINNER - MAY 22: GOING THE DISTANCE: ONGORE FOUNDERS DISCUSS THE BUSINESS OF GOLF

BNSME will close its 2016-2017 dinner program season with our annual Installation Dinner at the Marriott HarborCenter. Our featured speakers are Bret Blakely, co-founder and brand director and Steve Coulton, co-founder and sales for OnCore Golf. Bret and Steve will share with us how they broke into the big business of golf and their strategies for marketing their products both locally and globally.

BNSME will host a putting contest during Cocktail Hour to get you in the mood for our 22nd annual Golf Outing on June 19 at Orchard Park Country Club.

At this dinner, we will also install our 2017-2018 Board of Directors.



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Jacob Becker



Ryan Kanowski

SUNRISE SEMINAR - JUNE 9: USING DRONES TO TAKE YOUR BUSINESS TO NEW HEIGHTS

BNSME will host a Sunrise Seminar on June 9 featuring the co-owners of Drone Buffalo. Jacob Becker along with his partner and drone pilot, Ryan Kanowski, will present all the elements of aerial photography and how it can capture a unique new perspective of your business for your customers. Join us at the Westin Buffalo to learn more from these experts about drone photography.



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CHECK OUT WHAT'S BEEN



The team from Buffalo Business First was on hand to celebrate with their colleague, Lisa Hawayek (second from right) as she received an Elite Sales & Marketing Award.



Mayor Byron Brown made a special trip to the Millennium Buffalo to congratulate Jeremy Jacobs and hand deliver a proclamation.



Jonathan Gill (center), Vice President, Marketing Communications for Marketing Tech receives his Elite Sales & Marketing Award from Tim Kwiatkowski, Bank of Akron and Lisa Ettipio-Lauciello, Bryant & Stratton College.



Tim Kwiatkowski, chair of the Awards Gala committee on stage with Amber Quinney, Collegiate Award recipient from Canisius College; Lisa Ettipio-Lauciello, BNSME president and Michael Montante, VP, Uniland Development Company, Education sponsor.



From right: Mistress of Ceremonies, Victoria Hong, Delaware North with Nicole Meisenburg, Manzella Marketing; Liz Benkovich, Buffalo Niagara Partnership; Lisa Ettipio-Lauciello, Bryant & Stratton



From Delaware North, Todd Merry (right), CMO, interviews our 2016 Executive of the Year, Jeremy Jacobs, chairman.



Elite Sales & Marketing Award recipients from left: Jonathan Gill, Marketing Tech; Kate Scaglione, Buffalo Niagara Partnership; Lisa Hawayek, Buffalo Business First; Todd Merry, Delaware North; Amber Quinney (Collegiate Award recipient), Canisius College; Kevin Szmania, Uniland Development Co; Jacob Becker, Marketing Mayor; Linda Koller, Daemen College; Kevin Brady, Evans Bank; Kimberly Kubala, Seneca Niagara Resort & Casino



2015 Executive of the Year, Frank Downing Jr from Towne Automotive presents the 2016 Executive of the Year award to Jeremy Jacobs.



Jeremy Jacobs shares his insights about Delaware North.

Awards Gala

Please share my thanks with the entire BNSME membership for honoring me as the Executive of the Year.

You organized a wonderful evening for all of the award recipients. My company appreciated the opportunity to participate in the event. I'd also like to thank you for the thoughtful gift.

Kindest Regards,
 Jeremy Jacobs

HAPPENING AT OUR EVENTS

January Dinner
March Dinner
April Seminar &
J-A-Bowl-A-Thon



Kevin Kelly, I-Evolve with his brother and new BNSME member, Mike Kelly, Townsquare Media.



Jim Gannon, Scheid Architectural with Laurie Mahoney, Junior Achievement of WNY



Joe Morone of World Leaders gave a great presentation on January 23 at the Buffalo Niagara Marriott.



Attendees at the January 23 dinner.



Attendees at Smith Theatre on March 27.

Lisa Ettipio-Lauciello, president, and Tony Blasting, VP Membership welcome our new members: Brian Atkinson, ASG 365; Ryan Fisher and Laurie Kalman, Independent Health; Kamal Jowdy, Delft Printing; Ashley Smith, Buffalo Niagara Marriott



Zandra Cunningham, center, assists guests from Hilbert College make their own soaps.

Zandra Cunningham (left) provides a talk and tour of her manufacturing studio at our Happy Hour Seminar on April 5.



Tamara Lewis-Cunningham (center) teaches our attendees how to create body scrubs.

On March 11, BNSME participated in the Junior Achievement Bowl-A-Thon. From left, Tom and Jeanne Hellert, Nicole Meisenburg and Michael Donovan.




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22ND ANNUAL GOLF OUTING

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MONDAY, JUNE 19, 2017



ORCHARD PARK COUNTRY CLUB

The mission of Junior Achievement is to prepare and inspire young people to succeed in a global economy. Annually, Junior Achievement of WNY utilizes over 600 volunteers to deliver its financial literacy, entrepreneurship and work-readiness curriculum to more than 15,000 K-12th grade students in 165 schools and community organizations throughout the eight counties of WNY.



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)
followed by cocktails, dinner and prizes.
4:30 p.m. cocktails, dinner, and auctions

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

For more information,
contact Jeanne Hellert,
at 716-662-2279 or Register online at
www.bnsme.org.

EVENT HIGHLIGHTS

- On course contests
- Terrific food including everyone's favorite Seafood Bar.
- Great prizes in our live, and basket auctions! This year, our live auction will feature two first class Delta Air Lines tickets and More!

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SPOTLIGHT ON MEMBERSHIP

GOLF OUTING JUNE 2017:



by Tony Blasting

Dear Members,

In honor of our upcoming golf outing June 19, I'll ask you one of my favorite referral questions:

If you were going to play golf, who would be the first three people (non-members) you would invite to fill out your foursome? If they would be good company on the course, why not at the bar or around the dinner table every month?

Tee up your contact list, fill up your scorecard, and send the names and emails to www.bnsme.org.

We will invite them to a meeting AND the golf outing. Thanks for helping us grow.



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