

# EXECUTIVE NEWS

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YEARS

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## CEO ROUNDTABLE

### September 25

### Westin Buffalo



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EDUKIDS

Look on Page 11 for  
Spotlights on...



**FRAN VAUGHAN**

Member since 2013  
chief executive officer  
FMV Tax Professionals



**KEVIN KELLY**

Member since 1996  
president  
I-Evolve Technology  
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# CALENDAR OF EVENTS

**September Monthly Dinner  
The Westin Buffalo  
CEO Roundtable**

**October Sunrise Seminar**  
Embassy Suites  
New Year, New Plan: Streamlining  
Success in 2018

**October Monthly Dinner  
Buffalo Niagara Medical Campus  
The Children's Hospital Move**

**November Monthly Dinner  
Millennium Buffalo  
Progressive Networking Dinner**

**January Sunrise Seminar**

**January Monthly Dinner**

**Cocktails & Connections  
Networking Party**

**2017 Executive of the Year & Elite  
Sales & Marketing Awards Gala**

**March Dinner Meeting**

**April Dinner Meeting**

**Annual Installation Dinner**

**23rd Annual Golf Outing**  
Orchard Park Country Club  
To benefit Junior Achievement of WNY

**September 25**  
5:15 p.m. Networking  
6:15 p.m. Dinner & Program

**October 6**  
8:00 a.m. breakfast  
8:30 a.m. presentation

**October 30**  
5:15 p.m. Networking  
6:15 p.m. Dinner & Program

**November 27**  
5:15 p.m. Networking Dinner

**January 12**  
8:00 a.m. breakfast  
8:30 a.m. presentation

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

**February 12**  
5:30 p.m. – 7:30 p.m.

**March 5**  
5:15 pm Networking  
6:30 pm Dinner & Program

**March 26**  
5:15 p.m. Networking  
6:15 p.m. Dinner & Program

**April 23**  
5:15 p.m. Networking  
6:15 p.m. Dinner & Program

**May 21**  
5:15 p.m. Networking  
6:15 p.m. Dinner & Program

**June 18**  
10:00 a.m. – 7:00 p.m.

## About the Programming Committee

The Programming Committee volunteers year-round to plan events that promote professional development and networking opportunities. These include determining sunrise and happy hour educational seminars, monthly dinner-meetings with featured speakers, the CEO Roundtable, the Progressive Networking dinner and other activities. We encourage all BNSME members and the general public to join us at our events, a list of which can be found above and on our website at [www.bnsme.org](http://www.bnsme.org).

On Monday, Sept. 11 we kicked off the 2017-18 season with a cocktail reception on the rooftop patio of the luxurious new Curtiss Hotel on the corner of Franklin and Huron avenues in downtown Buffalo. The \$20 million renovation of a former office building into a boutique hotel, bar and restaurant is a testament to the city's perseverance and fortitude. Guests were treated to tours of the building and learned details of the year's programs and the value of becoming a member. We wish to extend our gratitude to our event sponsor, Abbey Mecca and Company.

If you'd like to contribute in some way to the types of programs that are planned, either as a volunteer or a presenter, please contact Jeanne Hellert at [bnsme@bnsme.org](mailto: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](mailto:bnsme@bnsme.org)

### Education:

**Michael Donovan, Integer (vice president)**  
Peter Beyette, Riverfront Medical, P.C.  
Tim Finney, Alcott HR  
Rachael Herrmann, The Quilted Squirrel  
Paul Chisholm, Insurance Associates Marketplace  
Nicole Meisenburg, Manzella Marketing

### Awards Gala:

**Lisa Ettipio-Lauciello, Bryant & Stratton (chair)**  
**Lori Kuzan, Lawley (co-chair)**  
Kyle Aronica, Evans Bank  
Joe Lojaco, Valmark Associates  
Laurie Mahoney, Junior Achievement of WNY  
Susie Pieri, The Reikart House  
Shelley Rohauer, Buffalo Business First  
Karen Sorrentino, Leo's Pizzeria

### Programming:

**Jill Pawlik, Uniland Development Company (vice president)**  
Rachael Brown, Employer Services Corporation  
Michael Even, Visit Buffalo Niagara  
Joe Lojaco, Valmark Associates  
Chris Pinto, California Closets  
Michaela LaJoie, Westin Buffalo  
Matt Carlucci, Salvatore's Hospitality

### Membership:

**Joe Leary, The John Maxwell Team (vice president)**  
Brian Atkinson, ASG 365, LLC  
Tony Blasting, Northwestern Mutual  
Francine Brooks, FB Displays & Designs, Inc.  
Marissa Malone, SelectOne LLC

### Golf:

**Jim Gannon, Scheid Architectural (chair)**  
Jeff Bailey, Shatter I.T. LLC  
Paul Chisholm, Insurance Associates Marketplace  
Mike Ciechoski  
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)**  
Dylan Buyskes, Onion Studio  
Carrie Callahan, The Bonadio Group  
Nicole Meisenburg, Manzella Marketing  
Mary Oshei, Shea's Performing Arts Center  
Matt Carlucci, Salvatore's Hospitality

# EXECUTIVE NEWS

## Message from the President

I am very humbled and honored to be president of Buffalo Niagara Sales and Marketing Executives for 2017 – 2018. I was very flattered to receive a call from Lisa Ettipio-Lauciello over a year ago asking me to follow her as president and am honored to have this opportunity to lead BNSME into an exciting year. BNSME is celebrating a milestone birthday this year as we turn 75 years as an organization. Thank you to Lisa, our diverse board of directors, Jill Pawlik, our executive vice-president and of course, Jeanne Hellert, our executive director, for all her dedication and hard work.



Nicole Meisenburg  
2017-2018 president

In July we had our annual Board retreat at the Buffalo Launch Club, minus the torrential downpour during lunch, we had time and the opportunity to learn about one another and reflect on how to improve the BNSME experience. As a team approach, we implemented a brainstorm on ways to enhance the membership experience, our overall marketing strategy of the organization, how to strengthen our relationships with local colleges and universities and continue to deliver quality and innovating programming. Many great ideas were discovered and we are currently in the process of prioritizing them and taking action on them shortly. Our goal is to increase membership, enhance our marketing presence and facilitate a stronger bond with the local colleges and universities.

**Many great ideas were discovered and we are currently in the process of prioritizing them and taking action on them shortly. Our goal is to increase membership, enhance our marketing presence and facilitate a stronger bond with the local colleges and universities.**

We started our program year on August 14 with a great event at the University at Buffalo meeting the coaches of the football and basketball teams. As fall approaches, we will be hosting our Season Kickoff cocktail party on September 11 at the Curtiss Hotel, the CEO Roundtable on September 25, the October dinner featuring Children's Hospital move to their new location and November will be our annual networking dinner.



On December 7, we will be celebrating BNSME's 75th anniversary with a party in the Atrium @ 500 Seneca. This is a special event for our organization and we are encouraging former members and past presidents to attend as well as inviting several local networking groups to our grand celebration. So, please save the date!

Graciously Yours,

Nicole Meisenburg  
Account Manager  
Manzella Marketing

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BNSME begins the 2017-2018 program season with our signature event: CEO Roundtable at the Westin Buffalo

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# SEPTEMBER DINNER: CEO ROUNDTABLE

SEPTEMBER 25

If it's September, it is time for our annual CEO Roundtable! This year, we have an exceptional panel of leaders who will share their experiences and best practices with us in the beautiful surroundings of the Westin Buffalo! Our panelists include J.P. Bak, CEO, Chairman of the Board, and co-founder of BAK USA Technologies Corp; Rhonda Frederick, President and CEO of People Inc.; David Nasca, President and CEO of Evans Bancorp, Inc. and Evans Bank, N.A.; and Nancy Ware, Founder and President of EduKids Inc. We are pleased to welcome Dottie Gallagher-Cohen, President and CEO of the Buffalo Niagara Partnership, as our panel moderator.



## JORGEN PETER FOLSGAARD BAK

is CEO, chairman of the board, and co-founder of BAK USA Technologies Corp. Bak USA is a social enterprise that builds mobile computers in downtown Buffalo. Official partners Microsoft and Intel, Bak USA's vision is to make mobile tech accessible to every human being on earth. In his role, J.P. works with board members and partners to set out the strategy for the company's growth and continued success.



## RHONDA FREDERICK, MPA

People Inc. is a leading not-for-profit health and human services agency providing programs and services to more than 12,500 people with special needs, their families, and seniors throughout Western New York. With an operating budget of \$143 million and 3,860 employees, People Inc. has assisted individuals to achieve greater degrees of independence and productivity. Frederick joined People Inc. as a direct care staff member and rose through the ranks to become the agency's president and CEO.



## DAVID J. NASCA

has served as President and Chief Executive Officer of Evans Bancorp, Inc. and Evans Bank, N.A., a \$1.2 billion nationally chartered bank and wholly-owned subsidiary of Evans Bancorp, Inc. for the past 10 years. Evans Bank is a 97 year-old community financial institution providing banking, insurance, investment, and Employee Benefit services to commercial and consumer clients.



## NANCY WARE

founded EduKids in 1989 to provide a high quality, program-centric, early childhood education center. She envisioned a childcare center that was led by a devoted staff of early childhood professionals, warm and welcoming, and who offered the best, most nurturing education for each child. This vision became a reality as EduKids now provides a home away from home for thousands of children in 14 centers across Western New York.

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KEEP CLIMBING  
DELTA

# SUNRISE SEMINAR: NEW YEAR, NEW PLAN: STREAMLINING SUCCESS IN 2018

OCTOBER 6

Plan your work and work your plan, as the old saying goes. With an increasing number of marketing technologies, advertising platforms and pressure to outperform the competition, it's easy to get off track when it comes to your marketing planning. Our next Sunrise Seminar, led by marketing consultant Megan Wagner, owner and chief marketist of MW MarCom, LLC, will help make mapping out 2018 a breeze and keep you and your team on the right path in 2018!



MEGAN WAGNER  
Owner & Chief Marketist

## OCTOBER DINNER: THE CHILDREN'S HOSPITAL MOVE

OCTOBER 30

Michael P. Hughes is the Senior Vice President of Public Affairs & Marketing for Kaleida Health, Western New York's largest employer and largest provider of healthcare services. Mr. Hughes will discuss the strategy behind the "Children's is Moving" campaign and the colossal marketing efforts used to effectively communicate to stakeholders the relocation of services from Women & Children's Hospital on Bryant Street in Buffalo to the newly constructed John R. Oishei Children's Hospital on the Buffalo Niagara Medical Campus.



MICHAEL P. HUGHES  
Senior Vice President of Public  
Affairs & Marketing

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## NOVEMBER DINNER: PROGRESSIVE NETWORKING DINNER

NOVEMBER 27

It's time once again to order more business cards and fun promotional items to share at our annual Progressive Networking Dinner! We will once again meet at the Millennium Buffalo Hotel for this special event where each attendee will be assigned four different tables for a four course meal. You will have the opportunity to talk about your business and make even more connections! Our board of directors will facilitate conversations about sales and marketing during each course to get the most out of your networking experience.

### SPONSORS



## MAY INSTALLATION

MAY 22, 2017



Steve Coulton, OnCore Golf, second from left, was the featured speaker at our Installation Dinner.



Steve Coulton shares how OnCore Golf broke into the big business of golf ball sales.



Jill Pawlik, Uniland Development Company, takes a shot at putting during cocktail hour.



The 2017-2018 Board of Directors was installed on May 22 at the Buffalo Marriott HARBORCENTER.



From left, Mike Ciecchoski with Tony Blasting, Northwestern Mutual and Joe Lojaco, Valmark Associates.



Chris Pinto, California Closets, tallies the results of the putting contest.

## LEADERSHIP THROUGH COACHING

AUGUST 14, 2017



UB Football coach, Lance Leipold, (left) and UB Men's Basketball coach, Nate Oats (right), answer questions about leadership from Jon Fuller (center), UB assistant athletic director for communications.



Coach Leipold (right) networks with Tyler and Trace George, VSP Marketing Graphic Group.



Jon Gill and Matt Wetter from Marketing Tech enjoy refreshments in the Ed Gicewicz Club.



BNSME members and guests were treated to a unique presentation by the UB coaches inside the team meeting room at UB Stadium.



Jim Gannon, Scheid Architectural with Mary Anne Cappon, Bee Group Newspapers and Connie Stives, Computer SOS.

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## 22ND ANNUAL GOLF OUTING

JUNE 19, 2017

BNSME teamed up with Junior Achievement of WNY once again to host our annual golf outing at the Orchard Park Country Club. Each year we love to return to Orchard Park for the beautiful course, the wonderful service and great food highlighted by the seafood bar. Plus we love the donations from North American Breweries (Labatt beer); snacks from Tops and the best ice cream treats and sundae bar provided by Perry's Ice Cream to name a few. Returning this year, Longhorn Steakhouse provided a delicious lunch.

We wish to thank all of our sponsors: Title: **FB Displays & Designs, Inc.**; Cart: **Delta Air Lines**; Spirit of Competition: **Shatter I.T.**; Lunch: **Longhorn Steakhouse**; Dinner Sponsors: **Buffalo Bills, Freed Maxick CPAs; Hodgson Russ, LLP; MidCity Office Furniture, Scheid Architectural PLLC**; and our Dinner Gift Sponsor: **FMV Tax Professionals**.

We truly appreciate everyone who contributed by golfing, sponsoring, attending the dinner or donating to our basket and live auctions.

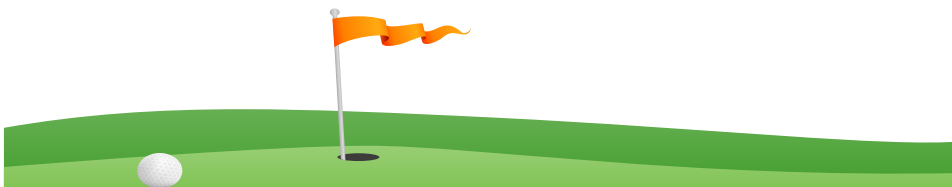
Mark your calendars for our 23rd golf outing on **Monday, June 18, 2018!**



Thank you to our volunteers



A delicious lunch was provided by the Longhorn Steakhouse team.



Ryan Fisher from Independent Health shows great form!



Thank you to the team from Delta Air Lines for their Cart sponsorship!



BNSME past presidents Althea Luehrsen and Kevin Kelly take a smoke break out on the course.



Doreen Fahey and Debbie Norman from BNAR check out the basket raffle.



Kurt Amico, MidCity Office Furniture has a winning bid during the Live Auction.



Lisa Roy from Junior Achievement watches the Live Auction at dinner.

# SAVE THE DATE EXECUTIVE OF THE YEAR AWARDS GALA

MONDAY, MARCH 5



**CARL J. MONTANTE**  
managing director  
Uniland Development Company

It is time to once again to mark your calendars for the Executive of the Year and Elite Sales & Marketing Awards Gala! Plan to attend when members of the Buffalo Niagara Sales & Marketing Executives will recognize the achievements of area professionals on March 5, 2018!

Since 1968, the Buffalo Niagara Sales & Marketing Executives has been giving Western New York companies the opportunity to publicly recognize their top achievers. In addition, BNSME honors a prominent industry leader from Western New York as our Executive of the Year (EOY).

This Year we are pleased to announce **Carl J. Montante**, managing director of Uniland Development Company, will be honored with the **2017 Executive of the Year Award**, in conjunction with the winners of the Elite Sales & Marketing Award (ESMA).

## DO YOU HAVE AN ELITE SALES OR MARKETING AWARD WINNER IN YOUR ORGANIZATION?

To learn more about honoring your top achiever as well as great sponsorship opportunities, please contact our event co-chairs: Lisa Ettipio-Lauciello at 716- 677-7823 or Lori Kuzan at 716-849-8620.

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# EDUCATION COMMITTEE

## UPDATE



MICHAEL DONOVAN  
VP Education

Albert Einstein said, "Intelligence is not the ability to store information, but to know where to find it." Knowing where to find good information is the key. Are you aware that as a BNSME member you have exclusive access to a member-only resource center that can save you time and effort?

Would you like a tool to evaluate top performers?

Would you like tips on coaching?

How about improving your selling through a white paper on the psychology of negotiations?

Find all this, and more, on the BNSME website's resource center. It contains many subject areas such as assessment tools, managing, and coaching, planning and hiring techniques.

In addition to these valuable tools, the Education Committee is looking for even more content to share with our members, and your ideas and input are needed and welcomed.

The Education Committee is performing some dynamic activities, giving back to the next generation of sales and marketing professions through exposure to WNY business professionals via our student programs and scholarship. We are also enriching our members through valuable content on our member-only section of our website. We would love to have you join this committee. See Michael Donovan or Jeanne for details to join the Education team.

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# SPOTLIGHT ON MEMBERSHIP

by Joe Leary



Imagine that you own a high performance sports car and you knew you could get more performance from that car. What would you do? Paint the car? Change the tires? No, you would get under the hood and work on the engine. I think of our members as the engine that drives BNSME, and if we are going to improve our performance, we need to add new members while retaining our current members.

As we head into the fall, think of people you know that would be a good fit for BNSME and invite them to attend an event.

Prospective member information can be forwarded to Jeanne at [bnsme@bnsme.org](mailto:bnsme@bnsme.org) or Joe at [JoeLeary@JohnMaxwellGroup.com](mailto:JoeLeary@JohnMaxwellGroup.com).

## MEMBER SPOTLIGHT

### KEVIN KELLY

*president*

*I-Evolve Technology Services*



I joined BNSME in 1996 at the recommendation of a colleague who suggested there may be some great networking opportunities. I quickly learned that there was so much more to the association.

While attending a dinner meeting early, I was recruited to complete a foursome with a few other members in the annual golf outing to benefit Junior Achievement of WNY. Shortly after attending my first BNSME golf outing, I was quickly whisked on to the golf committee. Committee involvement subsequently led to participation on the board and eventually evolved into chairing the golf event for the inaugural tournament at Orchard Park Country Club. Ultimately, I had the honor to serve as the President of this great organization in 2005. I've belonged to several professional organizations throughout my career, I can honestly say nothing else has provided the education, professional development and lifelong friendships quite like BNSME has.

## MEMBER SPOTLIGHT

### FRAN VAUGHAN

*chief executive officer*

*FMV Tax Professionals*



I joined BNSME in 2012 when I was asked to consider the position of Treasurer. Becoming a member was one of the best decisions I made. As a solo entrepreneur of FMV Tax Professionals, sales and marketing is

one of many hats that I must wear, but one of the areas in which I have the least knowledge. I have found the many loyal and long-standing members to be not only experts in their fields but more than willing to share that expertise.

FMV Tax Professionals is a young company helping new Not-for-Profit organizations attain their tax-exempt status from the IRS. Finding new customers for my year-round business is a real challenge. Educational seminars, dinner presentations and networking receptions organized by BNSME have all given me the opportunity to learn new ways of marketing my business. There seems to be an occasion for training or networking at least every other week.

BNSME is such a comfortable and welcoming organization that once you join you don't want to give it up!!

# BNSME 2017-18

## BOARD OF DIRECTORS



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branch manager  
*Evans Bank*  
DIRECTOR



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DIRECTOR



**DYLAN BUYSKES**  
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*Onion Studio, Inc.*  
DIRECTOR



**CARRIE CALLAHAN**  
marketing manager  
*The Bonadio Group*  
DIRECTOR



**MARY ANNE CAPPON**  
advertising sales director  
*Bee Group Newspapers*  
VP MARKETING &  
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**MICHAEL CIECHOSKI**  
strategic ticket sales  
consultant  
DIRECTOR



**MICHAEL DONOVAN**  
account executive  
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AWARDS GALA CHAIR



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sales & service  
*Visit Buffalo Niagara*  
DIRECTOR



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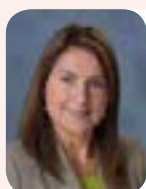
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*The John Maxwell Team*  
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*FMV Tax Professionals*  
TREASURER



FALL 2017

# EXECUTIVE NEWS

A PUBLICATION OF THE  
BUFFALO NIAGARA SALES & MARKETING  
EXECUTIVES



We're  
Celebrating

**BNSME's 75th Anniversary**

**THURSDAY, DECEMBER 7, 2017**

5:30 p.m. – 7:30 p.m.

500 Seneca Street Atrium

\$25 includes drinks and food

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