

WINTER 2018

EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES

CARL MONTANTE

Uniland Development Company
2017 EXECUTIVE OF THE YEAR

Look on Page 11 for
Spotlights on...



CARRIE CALLAHAN
Marketing Manager,
The Bonadio Group
Member since 2016



MATT CARLUCCI
Sales Director,
Salvatore's Hospitality
Member since 2017



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Sales & Marketing
Executives

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CALENDAR OF EVENTS

Cocktails & Connections

Artisan Culinary Loft
 Sponsored by Visit Buffalo Niagara
 and Sales Dynamo

**2017 Executive of the Year & Elite
 Sales & Marketing Awards Gala**
 Salvatore's Italian Gardens
 featuring Carl Montante,
 Uniland Development Company
 2017 Executive of the Year

March Dinner Meeting

Marriott HarborCenter
Sales Success Mapping:
Getting from Here to Success In Sales
 Elisabeth Marino, Sales Dynamo

April Dinner Meeting

Seneca Niagara Resort & Casino
 5 *LinkedIn Hacks to Grow Your
 Business in 2018*
 Dennis Brown, Linked Academy

May Sunrise Seminar

Park Country Club
Tee it up for Sales Success:
9 principles to sales mastery™
 Don Hahn, Hahn Training LLC

Annual Installation Dinner

To be announced

23rd Annual Golf Outing

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

February 12

5:30 p.m. – 7:30 p.m.

March 5

5:00 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 10

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

May 21

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

June 18

10:00 a.m. – 7:00 p.m.

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, PC.
 Paul Chisholm, Insurance Associates Marketplace
 Don Hahn, Hahn Training LLC
 Rachael Herrmann, Buffalo Niagara Partnership
 Nicole Meisenburg, Manzella Marketing
*The Education committee works with area colleges as speakers, Student Day program
 and Collegiate Sales & Marketing Award.*

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
 Elisabeth Marino, Sales Dynamo
 Susie Pieri
 Shelley Rohauer, Buffalo Business First
*The Awards Gala committee plans our annual signature event: the Executive of the Year
 and Elite Sales & Marketing Awards gala.*

Programming:

Jill Pawlik, Uniland Development Company (vice-president)
 Rachael Brown, Employer Services Corporation
 Matt Carlucci, Salvatore's Hospitality
 Michael Even, Visit Buffalo Niagara
 Michaela Lajoie, Westin Buffalo
 Joe Lojaco, Valmark Associates
 Chris Pinto, California Closets
The Programming committee plans our monthly meetings and seminars.

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
The Membership committee is responsible for recruitment and retention of our members.

Golf:

Jim Gannon, Scheid Architectural (chair)
 Mike Ciechoski, Strategic Ticket Sales Consultant
 Dan Daddario, Get Noticed Promotions
 Laurie Mahoney, Junior Achievement of WNY
 Rosanne Panzica, Power Drives, Inc.
 Jeff Reed, Mount Calvary Cemetery
 Peter Ronca, Shatter I.T. LLC
 Lisa Roy, Junior Achievement of WNY
 Max Winterburn, Shatter I.T. LLC
The Golf committee plans our annual golf outing to support Junior Achievement of WNY.

Marketing Communications:

Mary Anne Cappon, Sales Consultant (vice-president)
 Dylan Buyskes, Onion Studio
 Carrie Callahan, The Bonadio Group
 Matt Carlucci, Salvatore's Hospitality
 Nicole Meisenburg, Manzella Marketing
 Mary Oshei, Shea's Performing Arts Center
*The Marketing/ Communications committee manages all marketing and communications
 including advertising, branding, Executive News magazine, roster, website and
 social media.*

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EXECUTIVE NEWS

Message from the President

A new year begins as we all work to grow and strive to be better individuals professionally and personally. We reflect on the good and growth periods in the past year, what we have learned and how our achievements have made us a better organization. We look at certain areas in our lives where we can improve upon and grow within. I hope being a member or considering membership to BNSME is one of those areas where we all grow together professionally and personally.



Nicole Meisenburg
2017-2018 president

We started the season in August with a meet and greet with the UB athletic coaches, hosted a sold out happy hour at the all-new Curtiss Hotel, held our annual CEO Roundtable at the Westin Buffalo, a sunrise seminar on planning your marketing budget for 2018, learning how to move a hospital at our October dinner, a whole night solely dedicated to networking at the November Progressive Networking Dinner to then celebrating our 75th anniversary party at 500 Seneca Atrium. That is a lot!

We have had a stellar host of fall events and I am excited for what the new year brings to our organization.

I would like to thank the board of directors, our committee members and Jeanne for all their hard work they do for our organization. We are still striving to reach our goals from our board retreat in July to grow membership (we are now at 150), enhance our social media presence and brand awareness and continue marketing to local colleges to help our up and coming generation of sales and marketing professionals.



Nicole and Laura Del Monte enjoy Tony Blasting's music at our 75th anniversary party on Dec 7.



Nicole shares a laugh with new member Matt Carlucci at the Oct 30 dinner.

We have a lot in store for our members and guests in the new year and encourage you all to check our Facebook page, LinkedIn, and website for our upcoming events, especially the Annual Awards Gala on March 5.

I started out hesitantly on the Awards Gala committee and have not looked back from there on what BNSME has taught me professionally and personally throughout the years. So, I encourage you to join a committee.

Cheers to a great 2018!

Nicole Meisenburg
Account Supervisor
Manzella Marketing

If you want to get more involved, I encourage you to join a committee to build relationships, make connections and most importantly, have some fun!

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BNSME will present Carl Montante, managing director of Uniland Development Company, with the 2017 Executive of the Year award at our annual awards gala on March 5, 2018.

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BUFFALO NIAGARA SALES & MARKETING EXECUTIVES

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THE 2017 EXECUTIVE OF THE YEAR AND ELITE SALES & MARKETING AWARDS GALA

MARCH 5

Make your reservation for **Monday, March 5**, when members of the Buffalo Niagara Sales and Marketing Executives will recognize the achievements of area professionals at our annual **Elite Sales & Marketing Awards Gala at Salvatore's Italian Gardens**.

We will proudly present the 2017 Executive of the Year Award to **Carl J. Montante**, managing director of Uniland Development Company.

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. The Collegiate Sales & Marketing Award recipient will receive a \$500 scholarship!

Q & A WITH CARL MONTANTE

What is your favorite restaurant?

Siena in Amherst

What is your favorite book?

I don't have a favorite book. I enjoy David Baldacci and John Grisham novels. Also, I enjoy reading about some of the presidents (most recently, Teddy Roosevelt and Harry Truman).

What is your favorite wine?

A robust Cabernet but depending on the mood, a soft Pinot Noir.

How do you spend your free time?

Cycling, golf, skiing, squash and racquetball

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

The Middle East

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What was your dream job when you were young?

I wanted to be an architect.

Tell us about a time you overcame adversity in your career or personal life:

There were a number of “thin times” when first starting the Uniland Development Company. It was a blind faith in our Western New York community that we would succeed despite setbacks not only within our organization but also in the Western New York economy. It certainly is a lot easier today.

What is the main sales and/or marketing best practice that has worked for your business?

It is having a clear focus on the customer. Always put oneself in the “shoes” of your client and treat that client as you would like to be treated. There are always issues and problems that occur in a business relationship. The key is how well one responds to those issues to meet the client’s satisfaction.

MESSAGE FROM THE PRESENTING SPONSOR



The Bonadio Group is honored that our client, Carl Montante of Uniland Development Company, has been named Executive of the Year.

Mr. Montante now joins a prestigious list of previous winners that include both highly successful and community-minded individuals who truly make Western New York a special place to work, live and play.

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SEPTEMBER 25 CEO Roundtable at the Westin Buffalo



Golf Title Sponsor, Francine Brooks, FB Displays & Designs, Inc. and Nicole Meisenburg present our donation check of \$10,500 to Laurie Mahoney of Junior Achievement of WNY



Independent Health members Ryan Fisher and Laurie Kalman



Joe Leary, VP Membership, (forefront) welcomes six new members



CEOs JP Bak, Bak USA; Rhonda Frederick, People Inc; Dave Nasca, Evans Bank; Nancy Ware, EduKids



JP Bak jokes with Rhonda Frederick during the CEO Roundtable



Dottie Gallagher-Cohen moderated our panel of CEOs

OCTOBER 30 The Children's Hospital Move at Hyatt Regency Buffalo

Karen Sorrentino from Leo's Pizzeria gives her 30-second commercial



Rick Serra, Allpro Parking and Kevin Kelly, I-Evolve Technology Services



BNSME welcomed four new members at our October dinner

Rosanne Panzica, Laura Taylor, Pat Herberger and Roberta Bemiller



Our speaker, Michael Hughes, Senior Vice President Chief of Staff for Kaleida Health



Linda Taylor, Darien Lake with Michael Ciechoski, Strategic Ticket Sales Consultant

NOVEMBER 27 Progressive Networking Dinner at Millennium Buffalo



BNSME welcomed eight new members at the Progressive Networking Dinner



Cathy Comiskey, CenturyLink



Liz Benkovich, Buffalo Niagara Partnership



Shelley Rohauer, Buffalo Business First with Colleen Reedy, Bryant & Stratton College



Greg Hennessey, Marketing Tech with Michael Donovan, Integer

December 7 - Holiday Networking and 75th Anniversary



Dylan and Robyn Buyskes, Oniön Studio



BNSME past presidents gathered to celebrate 75 years



Buffalo Business First colleagues: Dawn Rayl, Shelley Rohauer, Jerry Rott, Tammy Sullivan, Lisa Hawayek and Sally Luczak



Everyone enjoyed the pop-up holiday photo booth



Tony Blasting from Northwestern Mutual performed for the party

March 26 Dinner Sales Success Mapping: Getting from Here to Success In Sales



ELISABETH MARINO
president and founder,
Sales Dynamo

We'll be enjoying a fast-paced overview of sales skills training from Sales Dynamo founder, Elisabeth Marino. Are your sales numbers strong enough? Are you losing too many sales reps to competitors? Elisabeth will cover some basic, and not so basic, sales skills to keep your business growing, and answer questions about the new directions sales is going in 2018. Do you want better sales numbers this year? Elisabeth will present you with tools to grow your business NOW!

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April 23 Dinner 5 LinkedIn Hacks to Grow Your Business in 2018



DENNIS BROWN
owner and CEO,
Linked Academy

LinkedIn expert and author of the ebook: The 7 Habits of Highly Successful LinkedIn Users, Dennis Brown will focus on the five things that any LinkedIn user can do to significantly improve their odds of leveraging LinkedIn to help grow their business. We will learn how to stand out from the crowd on LinkedIn by optimizing your LinkedIn profile; the easiest way to find your exact target market on LinkedIn in a sea of over 500 million users; and how to get clients with social media without begging or sounding like a stereotypical "sales person".

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May 10 Sunrise Seminar

Tee it up for Sales Success: 9 principles to sales mastery™ (The parallels between golf success & sales success are uncanny...)



DON HAHN
 chief learning officer,
 Hahn Training LLC

Lower your sales handicap! Are you frustrated with roller coaster-like results? Do you need to brush up on some fundamentals? Does the mental part of the game have you down? Have your results hit a plateau?

Sales, like golf, is a mental game. Join us at Park Country Club for an intriguing, thought provoking, and memorable workshop in which we explore 9 principles to sales success firsthand. You'll leave with a few more shots to put in your "sales bag."

CAUTION: This is not a golf workshop. Your instructor is a 14 handicap, but a heck of a sales coach!

SUN DIALS IN THE SHADE by Don Hahn

What are the characteristics that make a successful sales person?

The answer is not readily apparent, as there is no single overriding attribute that can predict success in sales. Effective Salesmanship is a complex connection between your knowledge, your attitude, your skills and habits (K.A.S.H.).

Intellectually, selling is fairly simple, providing you've adopted and mastered a sales system. Obtaining the knowledge needed to consistently perform in sales is fairly straightforward. Once exposed to a proven process, it can quickly become a learned skill, depending upon your practice, self-study and discipline. Although problematic, sales people generally do not fail due to lack of experience or skills.

Sales people fail or worse yet, stumble through an entire career, because:

- They have a need for acceptance
- They fail to engage the true economic buyer
- They lack a utilitarian mindset
- They lack the discipline to do the unpleasant tasks
- They lack true personal accountability

The above issues are not a result of knowledge or experience. They are related to one's Attitude and Habits, which are deep rooted, hidden and less amenable to change. Our habits have been developed over a lifetime, and all actions we CHOOSE to undertake are influenced by our attitudes and values, which are part of our fabric, and exceedingly difficult to change. We must develop habits to nurture an enabling self-concept, however the habits we have adopted are based on that which we value, embrace or fear.

Few sales people or managers make this connection, so they attempt to cure the symptom, rather than the "root cause" problem

by masking the symptom such as "making more calls" or "getting more appointments."



The result is more pressure on everyone while the root cause goes unchecked. For Example, let's review some of the common afflictions of sales reps; How they perceive the problem, and their ill-fated attempts to remedy the situation

| Traditional Approach | | Root cause analysis | |
|-------------------------------|-------------------------------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Symptom | Traditional Cure | ACTUAL Root cause | Action |
| Not closing deals at the end | Learn better close techniques or get assertiveness training | Prospect is not qualified or is unconvinced as to value | Develop better questioning skills, develop better control of the call |
| I keep losing on price | I need a price concession | Sales rep did not establish value focus on presenting Feature and Benefits | Work on your value proposition. Identify hidden REASONS to do business (Prospect PAIN) |
| Not making enough phone calls | Time management and accountability | FEAR of rejection | Improve cold call technique |

The lesson learned is that the majority of sales people go through much or all of their careers unable to reach their full potential. Take personal inventory of your strengths and weaknesses. Your craft is sales... what investment are you willing to make? The greatest tragedy is unfulfilled potential, or, as Ben Franklin stated:

"Hide not your talents. They for use were made. What's a sundial in the shade?"

About Donald Hahn:

Hahn Sales Training was founded in 2000. Don is the Chief Sales Officer at Hahn Training. A Past president of BNSME, Don is a sales trainer, coach and sales consultant committed to the professionalism and integrity of the sales profession. Don's CHAMPion Sales Academy and Sales Leadership Academy boast hundreds of Western New York Alumni. Hahn Training LLC / www.champtrainer.com / 716-432-5741

Years ago, when I was selling cars, my father gave me a book by Joe Girard called "How to Sell Yourself." Joe was a car salesperson who created the "Law of 250." This law says that on average, every person has about 250 people in his or her life who would show up at their wedding or funeral. This means a person's circle of influence encompasses around 250 people. Keep this in mind the next time you are speaking to someone at a BNSME event. You have an opportunity to not only influence that person, but also the 250 people in their circle of influence.



Bob Burg wrote, "It's not who you know, it's who knows you and who knows about you, even if they haven't actually met you." One of our objectives is to grow our membership and give you an opportunity to directly and indirectly influence people so you can grow personally and professionally.

Do you know someone in your circle who can benefit from BNSME? If so, please forward their information to myself, JoeLeary@JohnMaxwellGroup.com or to Jeanne at bnsme@bnsme.org.

WELCOME NEW MEMBERS



MICHAEL BELIN
Advance Media New York



LISA BRUCE
TeamHealth, Ambulatory Care



MATT CARLUCCI
Salvatore's Hospitality



NEIL CARROLL
Nickel City Graphics LLC



CATHY COMISKEY
CenturyLink



GIA COONE
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BOARD MEMBER Spotlight

MEMBER Spotlight

CARRIE CALLAHAN

marketing manager, The Bonadio Group



After having a long career in Corporate America, I joined The Bonadio Group in 2015. I was new to local business, and quickly realized the importance of meeting people in and around the community. When I joined BNSME in 2016, I didn't really know what to expect, but was hopeful that this organization

would help me grow my local network. And that it did. Within a year of joining, I now sit on both the Board and the Marketing Committee. The programming and events are great experiences, they provide you the opportunity to network, experience local venues and learn from the great range of presenters we have. The BNSME offers a breakfast seminar series where we have marketing seminars to my favorite, The Progressive Dinner, where it's Speed Networking over a multi-course meal.

If you want to get involved and build those relationships, I strongly suggest joining a committee. And if you are on the fence about joining, be our guest at an event or meeting.

MATT CARLUCCI

sales director, Salvatore's Hospitality



Being in the hospitality sales industry for almost 15 years, networking and relationship building has always been an important, if not essential, key to my success. At BNSME, having a room full of like-minded decision-makers and executives is a dream come true for a hotel sales guy. I have already developed leads and relationships I otherwise would never have had the opportunity to pursue.

The education component is a total bonus for me. Being in the same room and same table as these executives-- some with decades of experience, has been great for my development as a leader. The examples of best-practices and failures in sales and marketing, plus the knowledge that these folks are still succeeding proves that BNSME was the right choice for me and my company.

I'm not going to lie, a cocktail party always sounds good to me too. The events are well-run, entertaining and informative. Of course, I am a member of the Programming committee so I am a bit biased. That being said, the ability to join a committee immediately after becoming a member of BNSME has given me opportunities reserved for long-term members in other organizations.

Thank you to BNSME for investing in my future as a leader in this community. I look forward to completing my first full year of membership and continuing to be active for many more to come.

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FALL 2016
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GOLF OUTING



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PROFESSIONAL DEVELOPMENT,
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**MONDAY,
JUNE 18, 2018**



**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 25 or \$200 single golfers
\$50 Dinner Only



displays & designs, inc.

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!

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