

— SPRING 2018 —

EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES



Look on Page 11 for
Spotlights on...



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Member since 2009



SHELLEY ROHAUER
Member since 1996



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CALENDAR OF EVENTS

Annual Installation Dinner **May 22**
 Marcy Casino at Delaware Park
 How Leaders are Made Gretchen Fierle, author of *Fish Rot from the Head Down Vol I: Stories and Lessons about Leadership in 50 Words Or Less*

Happy Hour Tour and Tasting **June 4**
 Bootleg Bucha
 5:00 pm – 7:00 pm

23rd Annual Golf Outing **June 18**
 Orchard Park Country Club
 To benefit Junior Achievement of WNY
 10:00 am – 7:00 pm

And Mark your Calendars for Fall 2018 Monthly Dinners:

September Monthly Dinner **September 24**
The Westin Buffalo
 CEO Roundtable
 5:15 pm Networking
 6:15 pm Dinner & Program

October Monthly Dinner **October 22**
 5:15 pm Networking
 6:15 pm Dinner & Program

November Monthly Dinner **November 26**
Millennium Buffalo
Progressive Networking Dinner
 5:15 pm Networking
 Dinner

Buffalo Niagara Sales and Marketing Executives is committed to delivering the most valuable professional development about our craft through our year-round seminars. Members are invited to share their 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. Paul Chisholm, Insurance Associates Marketplace	Don Hahn, Hahn Training LLC Rachael Herrmann, Buffalo Niagara Partnership Nicole Meisenburg, Manzella Marketing
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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
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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	Brenna Gilbert, Morton's The Steakhouse Michaela Lajoie, Westin Buffalo Joe Lojaco, Valmark Associates Jeffery Zeplovitz, Barry Zeplovski & Associates
--	--

The Programming committee plans our monthly meetings and seminars.

Membership:

Joe Leary, The John Maxwell Team (vice-president) 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 Eric Ensminger, Marketing Tech Marissa Malone, SelectOne LLC	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
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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 Nicole Meisenburg, Manzella Marketing	Matt Carlucci, Salvatore's Hospitality Mary Oshei, Shea's Performing Arts Center Ricky Sheremeta, Millington Lockwood
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The Marketing/ Communications committee manages all marketing and communications including advertising, branding, Executive News magazine, roster, website and social media.

EXECUTIVE NEWS

Message from the President

As we close on our 2017 – 2018 year of the Buffalo Niagara Sales and Marketing Executive season, being your president has been a humbling and rewarding experience both professionally and personally. I am still honored for the opportunity to lead this organization and plan to stay involved in the future.



Nicole Meisenburg
2017-2018 president

Since our July board retreat, I am proud to say we have obtained our goals for the year. In the marketing area, we have enhanced our social media presence, created awareness of our organization through radio and LinkedIn, implemented a survey about our website and our now on the path to having a responsive website. In the education area, we hosted two student events with

Since our July board retreat, I am proud to say we have obtained our goals for the year.

members as guest speakers.

In membership, we have gotten over the hump of our membership plateau. I am excited about what the future holds and know a strong continued marketing message of our organization will increase our membership.

We had a great year full of memorable events. I would like to thank all our committees starting with Programming led by Jill Pawlik, Marketing and Communications committee led by Mary Anne Cappon, Education committee by Michael Donovan, Awards Gala chaired by Lisa Ettipio-Lauciello and co-chair Lori Kuzan, Membership led by Joe Leary, and Golf committee chaired by Jim Gannon. Plus, I wish to thank our Board of Directors for all they do on a monthly basis. But, none of this would be possible without Jeanne Hellert as our executive director.



Nicole welcomes our guests to Cocktails & Connections at Artisan Culinary Loft



Nicole and Lisa Ettipio-Lauciello enjoy networking before our January dinner at Hotel Lafayette

I hope to see you at our Installation dinner on Tuesday, May 22nd at the Marcy Casino in Delaware Park when I will be happy to pass the presidency baton to Jill Pawlik, senior marketing manager at Uniland Development Company. Plus, our 23rd annual golf tournament is on Monday, June 18th at Orchard Park Country Club benefitting Junior Achievement of WNY. Many thanks to Francine Brooks and FB Displays & Designs, Inc., for signing on again this year as our Title sponsor.

Thank you, our members, for the opportunity to represent this great organization.

Graciously Yours,

Nicole Meisenburg
Account Supervisor
Manzella Marketing



I am excited about what the future holds and know a strong continued marketing message of our organization will increase our membership.

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**BUFFALO NIAGARA
SALES & MARKETING
EXECUTIVES**

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ANNUAL INSTALLATION DINNER: HOW LEADERS ARE MADE

MAY 22

BNSME will close its 2017-2018 dinner program season with our annual Installation Dinner at the Marcy Casino featuring Gretchen Fierle, a tenured marketing and communications executive with over 17 years experience in executive leadership roles. Using her book, *Fish Rot from the Head Down Vol I: Stories and Lessons about Leadership in 50 Words Or Less*, Gretchen will share her own career stories and what she deems critical to lead others effectively. She will also give a preview into lessons from Vol II, slated to be released later this year. Each attendee will receive a **free copy of Gretchen's book** to make the evening a fun and interactive experience.

At this dinner, we will also install our 2018-2019 Board of Directors.

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HAPPY HOUR TOUR & TASTING

JUNE 4

BNSME will host a fun and interactive happy hour tour and tasting at Bootleg Bucha on June 4. Founder and BNSME member, Todd Salansky will provide a tour of their 10,000 square foot, state of the art facility. Todd will tell us how kombucha is made and how Bootleg Bucha has become a successful business since getting its start in 2015. Bootleg Bucha can be found on tap in their tasting room and is available in over 130 locations across the northeast (and growing)!



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JANUARY 22

How Minority and Women-Owned Businesses Are Thriving in Buffalo at Hotel Lafayette

Rubens Mukunzi, founder of Karibu News, a multi-language newspaper, with fellow panelist Louis Rodriguez Jr, owner of Rodriguez Construction Group



Panel moderator, Jennifer Parker, president & owner of Jennifer Parker Communications



We welcomed two new members: Brenna Gilbert, Morton's the Steakhouse and Valerie Muka, Bank of America



Panelists Francine Brooks, owner of FB Displays & Designs, Inc. and Geraldine (Jeri) Ford, contract diversity manager at Empire State Development



MARCH 5

Executive of the Year and Elite Sales & Marketing Awards at Salvatore's Italian Gardens

Our honorees from left: David Tytka, Uniland Development Company, Ashley Camcross, Seneca Niagara Resort & Casino, Laurie Kalman, Independent Health, Fran Vaughan, FMV Tax Professionals, Morgan Kimmick, Bryant & Stratton College, Carl Montante, Uniland Development Company, James T. Keefe, The Bonadio Group, Laura Kurtz, Buffalo Niagara Partnership, Kim Trieu, University at Buffalo, Jerry Rott, Buffalo Business First, Pauline Johnson, Premium Mortgage, Russ Papia, The Westin Buffalo



Shelley Rohauer welcomes Elite Sales & Marketing Award recipient Laurie Kalman from Independent Health



Amanda Recio, Joshua Szwed and Emily Pasternak from Hilbert College with Rachael Herrmann and Kyle Wojciechowski from the Buffalo Niagara Partnership

HAPPENING AT OUR EVENTS

FEBRUARY 12

Cocktails & Connections at Artisan Culinary Loft



Chef Adam Goetz from CRAving Restaurant provided a cooking demonstration - delicious!



What a cool space to have a networking event!



Lisa Scibetta-Bruce, Team Health and Liz Benkovich, Buffalo Niagara Partnership learn about the Loft.



A word from our co-sponsor, Michael Even from Visit Buffalo Niagara



Marylalice Demler of WGRZ-TV, interviews Carl Montante



BNSME 2017 Executive of the Year, Carl Montante, managing partner of Uniland Development Company



Awards Gala chair Lisa Ettipio-Lauciello with ESMA recipient, Fran Vaughan of FMV Tax Professionals and BNSME president, Nicole Meisenburg



Mario Urso and Carrie Callahan from The Bonadio Group, our Presenting Sponsor



BNSME members Ed Helm, The Copy Store, Elisabeth Marino, Sales Dynamo, Nicole Meisenburg, Manzella Marketing and Joe Lojaco, Valmark Associates



ESMA recipient Russ Papi from the Westin Buffalo with his wife Cathy and Matt Carlucci, Salvatore's Hospitality



Nicole Meisenburg and Lisa Ettipio-Lauciello join Michael Donovan, VP Education, Integer, in congratulating our Collegiate Sales & Marketing Award recipient, Kim Trieu from UB



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SPOTLIGHT ON MEMBERSHIP

by Joe Leary



Greetings, and welcome to an update on membership. I'm happy to report that the BNSME has grown to 150 members this year. What does this mean for you? Opportunities to meet new like-minded professionals and to expand your network, which could lead to new business opportunities.

In addition to growing membership, one of our goals is to retain current members. To help with this initiative we have held two New Member Coffee Orientations this year. It's a chance for new members to mingle with each other, learn more about the BNSME, and to provide us with feedback. Be on the lookout for our next New Member Coffee Orientation and thank you for your support.

WELCOME NEW MEMBERS



CHRISTINE CASUCCI
Millennium Buffalo



KATHLEEN COLE
Howard Hanna Real Estate



MARK CORNWELL
Hotel Henry



MARK DOMINGUEZ
Trellis Marketing



MICHELLE GERACE
John W. Danforth



ED HELM
The Copy Store



RICHARD MACEY
Ingram Micro Inc.



MELANIE MCGOVERN
Better Business Bureau of Upstate NY



VALERIE MUKA
Bank of America



TRACEY SZWAJDA
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The John Maxwell Team
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The Bonadio Group
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JILL PAWLIK
senior marketing manager
Uniland Development Company

MARY ANNE CAPPON
sales consultant
VP MARKETING &
COMMUNICATIONS

EXECUTIVE VP
VP PROGRAMMING

MICHAEL DONOVAN
account executive
Neuro Systems
Integer
VP EDUCATION

SHELLEY ROHAUER
director of advertising sales
Buffalo Business First
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LISA ROY
senior development manager
Junior Achievement of WNY
DIRECTOR

LISA ETTIPIO-LAUCIELLO
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DIRECTOR

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Spotlight

MEMBER

Spotlight

SHELLEY ROHAUER

director of Advertising Sales, Buffalo Business First



My original motivation, 20 plus years ago, to join the Buffalo Niagara Sales and Marketing Executives was to have the opportunity on a yearly basis to honor one of my Account Executives with the Elite Sales and Marketing award. I was thrilled that my takeaways from the organization were meaningful and developing for my own position as well. I have been a member of BNSME since 1996, president in 2001 and

one of my most cherished accomplishments, a Hall of Fame recipient in 2011. I have been a volunteer of the EOY committee since I joined and served as event co-chair for four of those years.

From time to time in my career in sales and sales team management, I have belonged to a number of other organizations. BNSME has provided me with a unique opportunity to build my network of other excellent sales and management professionals. It has never been more true, the more you get involved and engage in all of the aspects of BNSME, the more you will take away. The programming has stretched me throughout my involvement and most importantly it has provided lifetime friendships and peers in the industry. I encourage anyone, at any point of their career in marketing, sales, or leadership to come to a few events and you will see the benefits of the organization. If you have questions or would like an invitation to one of our many, diverse events, do not hesitate to reach out to me at srohauer@bizjournals.com.

JOE LOJACONO

president, Valmark Associates LLC



The Buffalo Niagara Sales & Marketing Executives organization is all about the people. It's great for networking, meeting new people, and learning something new along the way. I've had the opportunity to obtain new clients, make new friends, and try out some new venues! Life is all about the experiences, and BNSME certainly

makes networking fun! I can honestly say that joining BNSME has not only been enjoyable – but profitable as well. I have obtained many new clients for my marketing business, Valmark Associates, in a very cost-effective way. When you look at the total cost of being a member, it's well worth it.

I've had the opportunity to get involved in a leadership capacity as well, serving on the board from 2011-2015, as EVP in 2012-2013, and then president in 2013-2014. I've also served on various committees. The experience of giving back to my peers, while providing some guidance to the organization, has all been very rewarding. Overall, I would say that becoming a member of the Buffalo Niagara Sales & Marketing Executives organization has been very beneficial to me personally as well as professionally. I highly recommend it to others!

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