

FALL 2018

EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES



CEO Roundtable:

How Local BioTech is Changing Healthcare

Look on Page 10 for Spotlights on...



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CALENDAR OF EVENTS

September Monthly Dinner The Westin Buffalo CEO Roundtable	September 24 5:00 pm Networking 6:00 pm Dinner & Program
October Lunch Seminar Morton's The Steakhouse <i>Igniting Your Influence Through The Leadership Game</i>	October 5 11:30 am Lunch 12:00 pm Presentation
October Monthly Dinner Hotel Henry <i>Making Content Marketing Work For You John Tebeau, Buffalo Business First</i>	October 22 5:00 pm Networking 6:00 pm Dinner & Program
November Sunrise Seminar Bryant & Stratton College <i>Using Testimonials in Marketing Campaigns: The Perils and Possibilities</i>	November 1 8:00 am Breakfast 8:30 am Presentation
November Monthly Dinner Millennium Buffalo <i>Progressive Networking Dinner</i>	November 26 5:00 pm Networking Dinner
January Monthly Dinner Buffalo Niagara Marriott	January 28 5:00 pm Networking 6:00 pm Dinner & Program
Cocktails & Connections Networking Party	February 11 5:30 pm – 7:30 pm
2018 Executive of the Year & Elite Sales & Marketing Awards Gala	March 4 5:15 pm Networking 6:30 pm Dinner & Program
March Dinner Meeting	March 25 5:00 pm Networking 6:00 pm Dinner & Program
April Dinner Meeting	April 29 5:00 pm Networking 6:00 pm Dinner & Program
Annual Installation Dinner	May 20 5:00 pm Networking 6:00 pm Dinner & Program
23rd Annual Golf Outing Orchard Park Country Club <i>To benefit Junior Achievement of WNY</i>	June 18 10:00 am – 7:00 pm

Programming Committee Update: New Dinner Meeting Schedule

BNSME is committed to delivering the most valuable professional development about our craft throughout our program season while being cognizant of your valuable time. That is why we are moving up the start time of our monthly dinner meetings to 5 pm so we can end the events earlier and get you on your way sooner. We are also bringing back lunchtime seminars, so you have more scheduling choices.

BNSME COMMITTEES

Joining a committee is the best way to make the most of your membership investment.

To learn more, contact Jeanne Hellert
at bnsme@bnsme.org

EDUCATION

Michael Donovan, INTEGER (vice-president)	Rachael Herrmann, BUFFALO NIAGARA PARTNERSHIP
Peter Beyette	Nicole Meisenburg,
Paul Chisholm, INSURANCE ASSOCIATES MARKETPLACE	MANZELLA MARKETING
Kevin Gannon, EBC	Amanda Recio, HILBERT COLLEGE
Don Hahn, HAHN TRAINING LLC	Lisa Roy, JUNIOR ACHIEVEMENT OF WNY

The Education committee works with area colleges for speakers, Student Day program and Collegiate Sales & Marketing Award.

AWARDS GALA

Lisa Ettipio-Lauciello, BRYANT & STRATTON (chair)	Laurie Mahoney, JUNIOR ACHIEVEMENT OF WNY
Kyle Aronica, EVANS BANK (co-chair)	Elisabeth Marino, SALES DYNAMO
Kurt Amico, MidCity Office Furniture	Shelley Rohauer, BUFFALO BUSINESS FIRST
Kathleen Cole, HOWARD HANNA REAL ESTATE	Karen Sorrentino, LEO'S PIZZERIA
Lori Kuzan, LAWLEY	

The Awards Gala committee plans our annual signature event: the Executive of the Year and Elite Sales & Marketing Awards Gala.

PROGRAMMING

Rachael Brown, EMPLOYER SERVICES CORPORATION (vice-president)	Michaela Lajoie, WESTIN BUFFALO
Matt Carlucci, SALVATORE'S HOSPITALITY	Jill Pawlik, UNILAND DEVELOPMENT COMPANY
Michael Even, VISIT BUFFALO NIAGARA	Jeffery Zeplowitz, BARRY ZEPLOWSKI & ASSOCIATES
Brenna Gilbert, MORTON'S THE STEAKHOUSE	

The Programming committee plans our monthly meetings and seminars.

MEMBERSHIP

Joe Leary, THE JOHN MAXWELL TEAM (vice-president)	Marissa Malone, BUFFALO MANUFACTURING WORKS
Tony Blasting, NORTHWESTERN MUTUAL	Colleen Reedy, BRYANT & STRATTON COLLEGE
Francine Brooks, FB DISPLAYS & DESIGNS, INC.	

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

GOLF

Dan Daddario, GET NOTICED PROMOTIONS	Rosanne Panzica, POWER DRIVES, INC.
Eric Ensminger, MARKETING TECH	Jeff Reed, MOUNT CALVARY CEMETERY
Laurie Mahoney, JUNIOR ACHIEVEMENT OF WNY	Peter Ronca, SHATTER I.T. LLC
Marissa Malone, BUFFALOMANUFACTURING WORKS	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)	Nicole Meisenburg, MANZELLA MARKETING
Dylan Buyskes, ONION STUDIO	Jill Pawlik, UNILAND DEVELOPMENT COMPANY
Carrie Callahan, THE BONADIO GROUP	
Matt Carlucci, SALVATORE'S HOSPITALITY	

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

What an honor it is to be President of Buffalo Niagara Sales and Marketing Executives (BNSME), an organization that began 76 years ago in 1942. World War II was in full swing: Buffalo was an industrial capital of nearly 600,000 residents, Bethlehem-Lackawanna Steel produced the most steel in the world, and Bell and Curtis-Wright factories were pumping out hundreds of aircraft to support the war.

Buffalo's business scene has since expanded to its suburbs, both near and far. We are now a region with a diverse portfolio of businesses from independent start-ups to Fortune 100 companies. We have cultivated a strong business culture in a fairly small market.



Jill Pawlik
2018-2019 president

BNSME is the only local group providing education and peer support for those who manage sales and marketing functions

And while there are many professional organizations to include in your network, BNSME is the only local group providing education and peer support for those who manage sales and marketing functions. Our vision is to be the local resource for sales and marketing knowledge, inspiration and fellowship. Our leadership team is comprised of Executive Director Jeanne Hellert – a 2018 Buffalo Business First “Women of Influence” honoree – and 18 Board members. This group hosts a total of 10-12 impactful educational programs and enlightening events for our members, their guests and interested local professionals from September through May. In addition, this year’s Board goals include:

- Increasing the number of corporate memberships,
- Engaging more members and prospects through our social media platforms, and
- Working closer with our partners at Junior Achievement of WNY.



Jill with Mike Even from Visit Buffalo Niagara and Russ Papia from Westin Buffalo.

I invite you to join BNSME. To get a glimpse of our vibe, just watch our inspirational video at www.bnsme.org. You'll see incredible images from the past – yes, some as far back as the 1940s when this was an all-male group – and present featuring local luminaries and familiar faces. The video will make you proud to be part of the Buffalo-Niagara business community and will provide relief knowing that Buffalo Niagara Sales and Marketing Executives is still thriving – 76 years and counting – to help you thrive in your business and career.



Cheers,

Jill Pawlik
Senior Marketing Manager
Uniland Development Company

Buffalo Niagara Sales and Marketing Executives is still thriving – 76 years and counting – to help you thrive in your business and career.

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**BUFFALO NIAGARA
SALES & MARKETING
EXECUTIVES**

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SEPTEMBER DINNER: CEO ROUNDTABLE

SEPT 24

How Local BioTech is Changing Healthcare

WESTIN BUFFALO

BNSME begins the 2018-2019 program season with our signature event at the Westin Buffalo. We have an exceptional panel of leaders in the biotech and healthcare industry who will share their experiences and best practices with us. Our panelists include Teresa Bair, Esq., Vice President, Legal Affairs, Government Relations & Corporate Development for Athenex, Michael W. Cropp, M.D., M.B.A., President and CEO at Independent Health, and Shawn Smith, President & CEO of ZeptoMetrix.



Thomas Kucharski

We are pleased to welcome Thomas Kucharski, President and CEO of Invest Buffalo Niagara, as our panel moderator. Join us for this can't miss annual event on September 24.

About our panelists:

As a member of the leadership team, Teresa Bair, Esq., is a key contributor to Athenex's strategic initiatives of global expansion and development. She oversees legal matters worldwide for the Company and leads Government Relations for US operations. In 2017, Ms. Bair was appointed by the Board of Directors as Corporate Secretary. Prior to joining Athenex, she served as a partner at Harris Beach PLLC, a nationally recognized law firm, where she successfully represented and advised business clients, including Fortune 500 companies, on complex and diverse matters.



Teresa Bair

Michael W. Cropp, M.D., M.B.A. is the president and chief executive officer at Independent Health. Under his leadership, the organization delivers products and services that improve the health of almost 400,000 customers – and has been consistently recognized nationally for excellence in quality, service and innovation. Dr. Cropp's focus on building leadership capacity for sustainable accountable quality care has extended to his leadership roles on the boards of national health care organizations.



Michael W. Cropp

Having joined ZeptoMetrix in December 2017, Shawn Smith brings considerable experience from the bioprocessing market into the world of molecular diagnostics. He is a WNY native, having graduated from UB (Biochemical Pharmacology) and having worked for the GIBCO-brand cell culture business for 18 years. He's excited about helping ZMC achieve its growth prospects by creating robust business systems to complement an existing base of strong science and committed scientists that have established a reputation in the market for helping customers overcome challenges in a collaborative effort to advance modern diagnostics technologies.



Shawn Smith

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LUNCH SEMINAR: Igniting Your Influence through the Leadership Game

OCTOBER 5
MORTON'S THE STEAKHOUSE



Joe Leary, coach, teacher, speaker
The John Maxwell Team

The Leadership Game is designed to help raise your leadership awareness and introduce you to principles that will bring about positive change through communication and connection. This will be a very interactive presentation where you will learn how to increase your influence, get ideas for building trust and enhancing relationships and improve your productivity.

OCTOBER DINNER: Making Content Marketing Work For You

OCTOBER 22
HOTEL HENRY

Do you know how content marketing can help your company and your clients? Whether you're just getting started or well down the content marketing road, this marketing art and science is a learning process that never stops. John Tebeau will review a few key elements and short cuts that will help you attract, retain and build trust with a clearly defined audience — and, ultimately, drive profitable customer relationships.



John Tebeau
president and publisher
Buffalo Business First



SUNRISE SEMINAR: Using Testimonials in Marketing Campaigns: The Perils and Possibilities

NOVEMBER 1
BRYANT & STRATTON COLLEGE



Joe Lojacono, president
Valmark Associates LLC

Joe Lojacono, president of Valmark Associates LLC, will provide information on the advantages and disadvantages of using testimonials in consumer and B2B marketing campaigns. Participants will learn about legal concerns, and what to consider when deciding on using testimonials, including the use of customers vs paid actors.

NOVEMBER DINNER: Progressive Networking Dinner

NOVEMBER 26
MILLENNIUM BUFFALO

One of our favorite annual events is back! Each attendee will be assigned four different tables for a four-course meal at our Progressive Networking Dinner. You will have the opportunity to talk about your business at each table and make lots of connections! Our board of directors will facilitate conversations about sales and marketing during each course to get the most out of your networking experience. Be sure to bring extra business cards and fun promotional items to share!



APRIL 23 AT SENECA NIAGARA RESORT & CASINO
Five LinkedIn Hacks to Grow Your Business



Christina Crane, Michelle Gerace and Rich Carrow, Danforth; Kyle Aronica, Evans Bank and Nicole Meisenburg, Manzella Marketing



Neil Carroll, Nickel City Graphics LLC



Our speaker, Dennis Brown, Linked Academy



New member Mark Cornwall, Hotel Henry

MAY 22 AT MARCY CASINO
Installation Dinner: How Leaders Are Made



Tim Kwiatkowski, Bank of Akron, with Mary Anne Cappon, Nicole Meisenburg, Manzella Marketing, Dana Dee, ACSIA Partners and Shelley Rohauer, Buffalo Business First



BNSME welcomes new honorary member Maryalice Demler, WGRZ-TV



Our speaker, Gretchen Fierle, works with attendees during her presentation



Jill Pawlik from Uniland is sworn in as BNSME president

JUNE 4 AT BOOTLEG BUCHA
Happy Hour Tour & Tasting



Members and guests learn about kombucha from Todd Salansky, partner at Bootleg Bucha.



Todd gives a tour of the Bootleg Bucha facility.



Todd with Matt Carlucci, Salvatore's Hospitality and Peter Ronca, Shatter I.T.

HAPPENING AT OUR EVENTS

JUNE 18 AT ORCHARD PARK COUNTRY CLUB 23rd Annual Golf Outing



Matt Carlucci, Salvatore's Hospitality; Alicia Wittman, Hunt Commercial Real Estate; Ryan Fisher and Bob Hermann, Independent Health.



Rachael Brown, ESC; Kathleen Armstrong, Evans Bank, Neil Carroll, Nickel City Graphics and Ed Helm, The Copy Store

BNSME teamed up with Junior Achievement of WNY to host our annual golf outing at the Orchard Park Country Club. We wish to thank our sponsors: Title: **FB Displays & Designs, Inc.**; Cart: **Delta Air Lines** and **Uniland Development Co**; Cocktail: **MidCity Office Furniture**; Spirit of Competition: **Shatter I.T.**; Driving: **OnCore Golf**; Lunch: **Longhorn Steakhouse**; Dinner Sponsors: **Freed Maxick CPAs**; **Hodgson Russ, LLP**; **Praxair, Scheid Architectural PLLC** and our Refreshment Sponsors: **North American Breweries** (Labatt beer); snacks from **Tops** and ice cream provided by **Perry's Ice Cream**.

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

Mark your calendars for our 24th annual golf outing on Monday, June 17, 2019!



Lisa Roy, Junior Achievement, collects a winning bid for the Live Auction



Althea Luehrsen, Leadership Buffalo, wins Women's Longest Drive



Kevin Kelly, I-Evolve Technology and Mark Hayes, Construction Trades Staffing



The winning team from OnCore Golf



Title Sponsor Francine Brooks, FB Displays & Designs, Inc. with Don Papaj, Marketing Tech



Laurie Mahoney, president of Junior Achievement of WNY



Everyone's favorite seafood bar!

SAVE THE DATE:

Executive of the Year Awards Gala

MONDAY, MARCH 4, 2019

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, we honor a prominent industry leader from Western New York as our Executive of the Year. Our honorees are individuals whose efforts in the business community have not only produced economic rewards for their organizations and our region but have also advanced the sales and marketing profession.

We are pleased to announce that we will honor David J. Nasca, president and chief executive officer for Evans Bancorp, Inc. and Evans Bank, N.A. Mr. Nasca will be presented with the 2018 Executive of the Year Award, in conjunction with the recipients of the Elite Sales & Marketing Award (ESMA).



DAVID J. NASCA
President & Chief Executive Officer
Evans Bancorp, Inc.
Evans Bank, N.A.

Do you have a sales or marketing star in your organization?

To learn more about honoring your top achiever with our Elite Sales & Marketing Award, as well as great sponsorship opportunities, please contact our event co-chairs: Lisa Ettipio-Lauciello at 716-677-7823 or Kyle Aronica at 716-817-7160 or email us at bnsme@bnsme.org

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When you think of assets, what comes to mind? Tangible assets like a house, building, equipment, or stocks? Or intangible assets like trademarks, copyrights, and knowledge?

Our most important asset is you, our members, and we can't put a price tag on the value you bring to BNSME. Your ideas, experiences, and relationships keep us going strong after 75 years. This year we would like to add more value to you by bringing in new members.



Who do you know who could benefit from being a part of our community? I encourage you to invite them to one of our upcoming events. If you know a sales, marketing, or business professional who is looking to grow and can add value to BNSME, please have them contact me at JoeLeary@JohnMaxwellGroup.com or 716-930-7328.

WELCOME NEW MEMBERS



LAURA BERNARDONI
Sheridan Benefits



STEVE COULTON
OnCore Golf



MARYALICE DEMLER
WGRZ-TV



CHANDRA DIETRICK
West Herr Automotive Group



DON LAUX
Applied Sciences Group



DAVID MALCZEWSKI
Sheridan Benefits



EMILIO MARONG
Millington Lockwood



CATHARINE MCCRACKEN
Trellis Marketing Inc.



ASHLEY MILLIGAN
West Herr Automotive Group



AARON PETRITZ
A.P. AdWords Consulting



ZACHARY SCHNEIDER
FIFTEEN

BOARD MEMBER SPOTLIGHT

RACHAEL BROWN

Employer Services Corporation



I have been involved with the Buffalo Niagara Sales and Marketing Executives for a number of years now and I consider it to be one of the best professional organizations in town. As Director of Business Development for ESC, a local human resources consulting firm, it is important that I stay on top of the latest sales and marketing trends. The speakers at the BNSME events help me to do just that.

I have also been able to build a great network of local sales and marketing leaders through participation in the group. I have found that increasing my involvement through volunteering has been extremely beneficial. I have worked on several committees including the Awards Gala and Programming. This year, I am happy to be taking a leadership role on our Board of Directors by offering my time to serve as Vice President of our Programming committee.

I would recommend BNSME to any executive in the sales and marketing field.

MEMBER SPOTLIGHT

ERIC ENSMINGER

Marketing Tech



Needing to expand my network, a client of mine brought me to a BNSME dinner. I met many other professionals who shared with me their BNSME experiences. They spoke of educational opportunities, camaraderie, and were very open to introducing me to more members. I joined shortly after in 2005. As my career grew, and I changed companies, one thing stayed constant – BNSME. The relationships I had built were still there for guidance, conversation and professional growth.

I've been lucky enough to participate on committees including Programming, the Board of Directors, Hospitality and Golf. The golf outing which supports Junior Achievement of WNY has provided me the opportunity to give back and learn more about an organization that helps educate and inspire many young people.

There are many aspects of BNSME that stand out in my mind, but the opportunities for education and professional socialization stand out the most. The relationships that I have cultivated here have helped me grow both professionally and personally.



On May 21, the 2018-2019 Board of Directors were installed. Front row from Left: Nicole Meisenburg, Carrie Callahan, Lisa Roy, Jill Pawlik, Rachael Brown, Jeanne Hellert, Dylan Buyskes. Second row: Mary Anne Cappon, Lisa Ettipio-Lauciello, Francine Brooks. Third row: Shelley Rohauer, Kyle Aronica, Michael Even. Back row: Joe Leary, Michael Donovan. Missing: Michaela La Joie, Marissa Malone, Fran Vaughan.

KYLE ARONICA

branch manager
Evans Bank
 DIRECTOR

FRANCINE BROOKS

president
FB Displays & Designs, Inc.
 DIRECTOR

RACHAEL BROWN

director of business
 development
Employer Services Corporation
 VP PROGRAMMING

DYLAN BUYSKES

owner
Onion Studio, Inc.
 DIRECTOR

CARRIE CALLAHAN

marketing manager
The Bonadio Group
 DIRECTOR

MARY ANNE CAPPON

sales consultant
 VP MARKETING &
 COMMUNICATIONS

MICHAEL DONOVAN

account executive
 Neuro Systems
Integer
 EXECUTIVE VP
 VP EDUCATION

LISA ETTIPIO-LAUCIELLO

director of Career Services
 Online Education
Bryant & Stratton College
 AWARDS GALA CHAIR

MICHAEL EVEN

vice president sales & service
Visit Buffalo Niagara
 DIRECTOR

JEANNE HELLERT

BNSME
 EXECUTIVE DIRECTOR

MICHAELA LAJOIE

business travel sales manager
The Westin Buffalo
 INTERIM DIRECTOR

JOE LEARY

coach, teacher, speaker
The John Maxwell Team
 VP MEMBERSHIP

MARISSA MALONE

program analyst
Buffalo Manufacturing Works
 DIRECTOR

NICOLE MEISENBURG

account supervisor
Manzella Marketing
 IMMEDIATE PAST PRESIDENT

JILL PAWLK

senior marketing manager
Uniland Development Company
 PRESIDENT

SHELLEY ROHAUER

director of advertising sales
Buffalo Business First
 DIRECTOR

LISA ROY

senior development manager
Junior Achievement of WNY
 DIRECTOR

FRAN VAUGHAN

chief executive officer
FMV Tax Professionals
 TREASURER



FALL 2018

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EXECUTIVES

CONGRATULATIONS JEANNE

Congratulations, Executive Director Jeanne Hellert, on your recognition as a 2018 Woman of Influence, Buffalo Business First.

To attend the AWARDS LUNCHEON on September 18th at the Hyatt Regency Buffalo, register at:

www.bizjournals.com/buffalo



SEPTEMBER 18
HYATT REGENCY BUFFALO

UPCOMING EVENT



Annual Progressive
Networking Dinner



NOVEMBER 26
MILLENNIUM BUFFALO

WHY JOIN BNSME?

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