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EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES

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ANNUAL GOLF
OUTING to support
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Look on Page 11 for Spotlights on...



NICOLE MEISENBURG
Account Supervisor
Manzella Marketing
Member since 2013



RACHAEL HERMANN
Program Manager Buffalo
Niagara Partnership
Member since 2016



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Sales & Marketing Executives

Find us on:



CALENDAR OF EVENTS

- MAY 20 ANNUAL INSTALLATION DINNER**
Buffalo Marriott HARBORCENTER
Featuring Patrick Whalen
Niagara Global Tourism Institute
5 pm Networking
6 pm Dinner & Program
- JUNE 17 24TH ANNUAL GOLF OUTING**
Orchard Park Country Club
To benefit Junior Achievement of WNY
10 am - 7 pm

And Mark Your Calendars For Fall 2019 Events:

- SEPT 9 SEASON KICKOFF**
Community Beer Works
5 pm
- SEPT 23 SEPTEMBER MONTHLY DINNER**
The Westin Buffalo
CEO Roundtable
5 pm Networking
6 pm Dinner & Program
- OCT 22 OCTOBER MONTHLY DINNER**
To Be Announced
5 pm Networking
6 pm Dinner & Program
- NOV 26 NOVEMBER MONTHLY DINNER**
Millennium Buffalo
Progressive Networking Dinner
5 pm Networking

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 contact bnsme@bnsme.org.

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

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 , AGENT OF CHANGE | Nicole Meisenburg ,
MANZELLA MARKETING |
| Paul Chisholm ,
INSURANCE ASSOCIATES | Amanda Recio , HILBERT COLLEGE |
| Kevin Gannon , EBC | Lisa Roy , JUNIOR ACHIEVEMENT OF WNY |
| Don Hahn , HAHN TRAINING LLC | <i>The Education committee works with area colleges for speakers, Student Day program and Collegiate Sales & Marketing Award.</i> |

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 | Shelley Rohauer ,
BUFFALO BUSINESS FIRST |
| FURNITURE
Kathleen Cole ,
HOWARD HANNA REAL ESTATE | <i>The Awards Gala committee plans our annual signature event: the Executive of the Year and Elite Sales & Marketing Awards Gala.</i> |
| Lori Kuzan , LAWLEY | |

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 | <i>The Programming committee plans our monthly meetings and seminars.</i> |

MEMBERSHIP

- | | |
|--|--|
| Joe Leary , THE JOHN MAXWELL TEAM
(vice-president) | Adam Guglielmi , Construction
EXCHANGE OF BUFFALO & WNY |
| Tony Blasting , NORTHWESTERN
MUTUAL | Colleen Reedy ,
BRYANT & STRATTON COLLEGE |
| Francine Brooks ,
FB DISPLAYS & DESIGNS, INC. | <i>The Membership committee is responsible for recruitment and retention of our members.</i> |

GOLF

- | | |
|--|--|
| Eric Ensminger , MARKETING TECH
(chair) | Peter Ronca , DATASURE24 |
| Neil Carroll , NICKEL CITY GRAPHICS | Lisa Roy , JUNIOR ACHIEVEMENT OF WNY |
| Laurie Mahoney ,
JUNIOR ACHIEVEMENT OF WNY | Max Winterburn , DATASURE24 |
| Rosanne Panzica , POWER DRIVES, INC. | <i>The Golf committee plans our annual golf outing to support Junior Achievement of WNY.</i> |
| Jeff Reed , MOUNT CALVARY CEMETERY | |

MARKETING COMMUNICATIONS

- | | |
|---|--|
| Mary Anne Cappon ,
SHECAN! BECOME THE BEST VERSION
OF HERSELF (vice-president) | Jill Pawlik ,
UNILAND DEVELOPMENT COMPANY |
| Dylan Buyskes , ONION STUDIO | <i>The Marketing/Communications committee manages all marketing and communications including advertising, branding, Executive News magazine, roster, website and social media.</i> |
| Matt Carlucci ,
EMPLOYER SERVICES CORPORATION | |
| Nicole Meisenburg ,
MANZELLA MARKETING | |

EXECUTIVE NEWS

Message from the President

I keep a picture on my desk of five things I can control every day:

1. Attitude 2. Words 3. Actions 4. Manners 5. Effort

This reminder is helpful when I get caught up in the hectic pace of daily life. Perhaps these words will help you, too.

As you read this issue of the magazine, I will soon complete my one-year term as president of Buffalo Niagara Sales and Marketing Executives (BNSME). Have you been there for the ride? From a full room at Hotel Henry for content marketing with national experts to a capacity crowd at the executive of the year gala and tons of great events in between – remember the great Labatt house panel? We have experienced a more engaged and energetic membership this season.

We've experienced a more engaged and energetic membership this season.

Also, we have focused more on supporting our partnership with Junior Achievement of Western New York through promotion and volunteerism. Junior Achievement's volunteer-delivered, kindergarten – 12th grade programs foster work-readiness, entrepreneurship, and financial literacy skills, and use experiential learning to inspire students in our community to dream big and reach their potential. To mark Junior Achievement's 100th anniversary this year, BNSME members will collaborate on logging 100 hours of volunteerism. Please join us! It's easy to get involved. Just call the local JA office at 716-853-1381, ext. 213 or go to www.BNSME.org under the education tab.

BNSME members will collaborate on logging 100 hours of volunteerism.



Jill with Jim Fink of Buffalo Business First

Our golf outing on Monday, June 17, at Orchard Park Country Club always supports JA. Last year, we donated \$12,000 to help ensure their free programs continue at our local schools. You can sign up to golf, volunteer or attend the dinner and live auction. It's a great time for a great cause and we need you to participate.

Lastly, if you are a BNSME member, please tell me how we can improve your experience. We're open to hearing suggestions for speakers, venues and social activities, as well. We are proud that BNSME is the only local group providing education and peer support for those who manage sales and marketing functions. Our success is defined by making our work relevant and valuable to you.

Our success is defined by making our work relevant and valuable to you.

Our volunteer board members are doing a phenomenal job using those five things we can control – attitude, words, actions, manners and effort – in order to give our community a network it can be proud of and learn from.

Thank you for being a part of this great organization. See you soon.

Cheers,

Jill Pawlik
Senior Marketing Manager
UNILAND DEVELOPMENT COMPANY



Jill Pawlik
2018-2019 president



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**BUFFALO NIAGARA
SALES & MARKETING
EXECUTIVES**

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ANNUAL INSTALLATION DINNER: Dare to Be Brave: Risk-taking & Leadership in the Modern World

MAY 20
BUFFALO MARRIOTT
HARBORCENTER



BNSME will wrap up its 2018-2019 program season with our Annual Installation Dinner at the Buffalo Marriott HARBORCENTER featuring guest speaker **Patrick J. Whalen**, director of the Niagara Global Tourism Institute (NGTI). Pat will speak about risk-taking and leading a team. Prior to joining NGTI, Pat spent seven years as COO for the Buffalo Niagara Medical Campus. Pat has an extensive background in founding, co-founding and investing in more than 20 entrepreneurial ventures. Throughout his career, Pat has served in a leadership capacity for several organizations, including the Buffalo Niagara World Trade Center, the Buffalo Niagara Partnership's Logistics Council and the New York State Business Incubation Association.

At this dinner, we will also install our 2019-2020 Board of Directors and our new president, **Michael Donovan** of Integer.

DINNER SPONSORS

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WHAT'S BEEN HAPPENING AT OUR EVENTS

JANUARY 28 AT LABATT DRAFT ROOM Building Your Brand in Buffalo



BNSME members Wes Froebel, Minuteman Press and Neil Carroll, Nickel City Graphics



Panelists from Labatt USA and Pegula Sports & Entertainment provided great marketing information



Fran Vaughan, FMV Tax Professionals and Laura Bernardoni, Sheridan Benefits enjoy the panel discussion



Jill Pawlik (left) and Joe Leary (far right) welcome new members David Fountaine, ADESA Buffalo and Sully Muffahi, West Herr



Attendees enjoyed the new event space at the Labatt Draft Room

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**MARCH 4 AT THE ADMIRAL ROOM Executive of the Year
and Elite Sales & Marketing Awards**



Event co-chairs Lisa Ettipio Lauciello, Bryant & Stratton College and Kyle Aronica, Evans Bank, present David Nasca with his award



BNSME members Jim Gannon, Todd Salansky, Lena Levine, Chris Fiorello, Ryan Fisher and Kevin Gannon



From Marketing Tech, Eric Ensminger and Greg Hennessey, Elite Sales & Marketing Award honoree



Michael Donovan, VP of Education with Katelyn Ruszkowski, Niagara University, the Collegiate Sales & Marketing Scholarship Award recipient



2017 Executive of the Year Carl Montante, Uniland Development Company with the 2018 Executive of the Year David Nasca, Evans Bank



Committee member, Lori Kuzan from Lawley pins a corsage on ESMA honoree Holly Whitcomb, Seneca Resorts & Casinos



David Nasca shares his business insights with BNSME member Maryalice Demler, WGRZ-TV Channel 2 anchor and our Mistress of Ceremonies



Awards gala attendees enjoy the program at the beautiful Admiral Room



Shelley Rohauer, Buffalo Business First with ESMA honoree Adam Guglielmi, Construction Exchange of Buffalo & WNY, Inc.



Award recipients: (front row from left) Holly Whitcomb, Seneca Resorts & Casinos; Katelyn Ruszkowski, Niagara University; Tammy Bixby, Junior Achievement of WNY; David Nasca, Evans Bank; Lisa Hawayek, Buffalo Business First; Michelle Gerace, John W. Danforth Co.; (back row from left) Sara Evans, MidCity Office Furniture; Greg Hennessey, Marketing Tech; Barbara Browning, Kaleida Health; Adam Guglielmi, Construction Exchange of Buffalo & WNY, Inc.; Craig Muni, Uniland Development Company; Ricky Braun, Bryant & Stratton College; Bill Henecke, FB Displays & Designs, Inc.

MARCH 25 AT SHEA'S SENECA Hollywood East: Marketing WNY's Film Industry



BNSME members Jeff Zeplovitz, Barry Zeplovitz & Assoc. and Michael Even, Visit Buffalo Niagara with panelist Tilke Hill, Buffalo International Film Festival



Mary Oshei, Shea's Performing Arts Center gives her thirty-second commercial from the podium



Ali Touhey, Multi-Media Journalist with 7 Eyewitness News moderated our panel discussion



Panelist Tim Clark, Buffalo Niagara Film Commission, is interviewed by WKBW Channel 7



Panelists Chris and Lorissa Naugle talk about their HGTV pilot: "Risky Builders"



New members Lena Levine, Lena Levine Studio; Molly Kime, Liberty Mutual and Tim Bouchard, Luminus

APRIL 1 AT KLEINHAN'S How to Deliver a World Class Customer Experience and the Role of Technology



(from left) Dylan Buyskes, Onion Studios; Michael Donovan, Integer; Joe Leary, The John Maxwell Team; Matt Carlucci, ESC; Colleen Reedy, Bryant & Stratton College; Nicole Meisenburg, Manzella Marketing; Dan Cockerell; Jill Pawlik, Uniland Development Company; Lisa Ettipio-Lauciello, Bryant & Stratton College; Michaela Lajoie, Westin Buffalo; Jeanne Hellert, BNSME; Francine Brooks, FB Displays & Designs



Dan Cockerell has a private VIP meeting with BNSME members



Dan Cockerell, former VP of Magic Kingdom, Walt Disney World, provided a world-class presentation at Kleinhan's Music Hall



BNSME members Doug Eberhardt and Francine Brooks meet with Dan Cockerell



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24TH ANNUAL GOLF OUTING



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PROFESSIONAL DEVELOPMENT,
RELATIONSHIP BUILDING

MONDAY JUNE 17, 2019



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 700 volunteers to deliver its financial literacy, entrepreneurship and work-readiness curriculum to more than 15,700 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
12:00 p.m. Shotgun (scramble format)
4:30 p.m. Cocktails, dinner, and auctions

Cost: \$750 Early Bird Foursome until May 24
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!

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On April 1st, I had an opportunity to attend a speech given by Dan Cockerell, former VP of Disney's Magic Kingdom. During his presentation he shared insights into some of Disney's secrets for creating a world class customer experience. Two key takeaways Dan said stood out to me. First, for us to improve and get better, we need feedback. Next, we need to make changes based on the feedback we receive. It's our responsibility as leaders to take the feedback and use it for continual growth.



As BNSME members, we look for feedback through surveys, one on one conversations, and events like the New Member Coffee Orientations. In fact, at last year's New Member Coffee Orientation, Jeffrey Zeplowitz suggested we do an event on the growth of the film and television industry in our region. His feedback came to life at our March dinner at the historic and newly renovated Shea's Seneca. The theme for the dinner was Hollywood East: Marketing WNY's Film Industry.

That is one example of where we used feedback to enhance our members experience with the BNSME. For us to continue to grow and improve, we would like to hear from you. What can we do to enhance your experience with us? What events would you like to see?

Please contact me JoeLeary@JohnMaxwellGroup.com or any board member, and thank you for your support.

BNSME 2018-19 BOARD OF DIRECTORS

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The John Maxwell Team
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Integer
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WELCOME NEW MEMBERS



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KIMBERLY BURZYNSKI
Sealing Devices Inc.



MOLLY KIME
Liberty Mutual



JORDAN LEMA
Lemur Studios LLC



LENA LEVINE
Lena Levine Studio



LINDSEY ZAJAC
Ahern, Murphy & Associates

BOARD MEMBER SPOTLIGHT



NICOLE MEISENBURG

Account Supervisor,
Manzella Marketing

Well, it was January 2013 and I was asked randomly from a business acquaintance to come to Shea's on a Monday night for this new networking group she liked. Little did I know how BNSME would be a key organization for me personally and professionally. BNSME has been very impactful to me since my first meeting. Since then, I was recruited onto the Executive of the Year committee, and from there to serve on the board, became President, and now Chairman of the Board, plus I am active on both the education and marketing committees. I have learned a lot about event planning, marketing, sales, and project management.

BNSME is more than just networking and relationships, it is having a group of people as your resource at your fingertips: my confidantes. BNSME members can guide you professionally and personally and help you in your career. We go to exciting new venues in the Buffalo area and hear speakers and panels that provide key takeaways on what is new in our industry and community. These key takeaways have helped me in my current role at Manzella Marketing. I feel if we stop learning than we are not growing and advancing ourselves to be the best we can be. BNSME helps to aspire me to make new career goals and challenge myself. I owe BNSME so much for the learning it has provided me throughout the years.

MEMBER SPOTLIGHT

RACHAEL HERRMANN

Program Manager,
Buffalo Niagara Partnership



Over the past three years, BNSME has given me the chance to learn and share with other area professionals, while putting my networking skills to regular practice. As Program Manager at the Buffalo Niagara Partnership, I value the opportunity to connect and share with other professionals. Both at Partnership and with BNSME, I have the privilege of working with young professionals. Organizations like BNSME and BN360 are essential to helping young professionals establish themselves and make invaluable connections while developing the skills they need to be successful.

Personally, I would not be where I am today if I had not had the opportunity to engage with BNSME as a young professional. As the Buffalo Niagara region continues to work on attracting, retaining, and developing professionals, there is even more importance and value in having strong, working networks like BNSME and the Partnership provide.

The Buffalo Niagara Partnership is the area's regional chamber of commerce and privately-funded economic development organization. BN360, a program of the Partnership, is the region's premier engagement and development program for young professionals.

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SAVE THE DATE:

SEPT 9, 2019

2019-2020
SEASON KICKOFF

Season Kickoff Cocktail Party

Community Beer Works
Monday, September 9

Stay tuned for details!

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- Relevant Interactive Educational Seminars



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