

FALL 2019

EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES

CEO ROUNDTABLE: Marketing WNY's Innovation Boom



MERRY CONSTANTINO
Founder
ProductLogic LLC



DAN MAGNUSZEWSKI
Co-founder & CTO
ACV Auctions



LIZ TSAI
Founder & CEO
HiOperator



JEFF MIZE
CEO
PostProcess

Look on Page 11 for Spotlights on...



TONY BLASTING
Field Director
Northwestern Mutual
Member since 2007



CONNIE STIVES
Marketing Director,
Computer SOS, INC
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CALENDAR OF EVENTS

September Monthly Dinner The Westin Buffalo CEO Roundtable	September 23 5:00 pm Networking 6:00 pm Dinner & Program
October Lunch Seminar Morton's The Steakhouse <i>Optimizing Your Time</i>	October 18 11:30 am Lunch 12:00 pm Presentation
October Monthly Dinner Millennium Hotel <i>Progressive Networking Dinner</i>	October 28 5:00 pm Networking 6:00 pm Dinner & Program
November Lunch Seminar Embassy Suites <i>Change Management: Planning for Optimum Buy-In</i>	November 8 11:30 am Lunch 12:00 pm Presentation
November Monthly Dinner Buffalo Niagara Marriott <i>Marketing Your Expertise</i>	November 25 5:00 pm Networking 6:00 pm Dinner & Program
January Monthly Dinner To Be Announced	January 27 5:00 pm Networking 6:00 pm Dinner & Program
Cocktails & Connections Networking Party	February 10 5:30 pm – 7:30 pm
2019 Executive of the Year & Elite Sales & Marketing Awards Gala	March 2 5:15 pm Networking 6:30 pm Dinner & Program
March Dinner Meeting To Be Announced	March 23 5:00 pm Networking 6:00 pm Dinner & Program
April Dinner Meeting To Be Announced	April 27 5:00 pm Networking 6:00 pm Dinner & Program
Annual Installation Dinner To Be Announced	May 18 5:00 pm Networking 6:00 pm Dinner & Program
25th Annual Golf Outing Orchard Park Country Club <i>To benefit Junior Achievement of WNY</i>	June 15 10:00 am – 7:00 pm

Buffalo Niagara Sales and Marketing Executives is committed to delivering the most relevant and current professional development opportunities through our year-round seminars. BNSME invites our members to share their expertise in the fields of marketing, sales, leadership, business development, time-management, productivity and team-building with our group. If you, or someone you know, is a dynamic and knowledgeable presenter, 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

Rachael Herrmann,
BUFFALO NIAGARA PARTNERSHIP
(Vice-president)

Peter Beyette,
AGENT OF CHANGE

Lisa Bruce,
VALUECENTRIC

Michael Donovan,
INTEGER

Amanda Recio,
HILBERT COLLEGE

Paul Chisholm,
INSURANCE ASSOCIATES MARKETPLACE

Kevin Gannon,
AZEROS HEALTH PLANS

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)
Kyle Aronica, EVANS BANK (co-chair)
Kimberly Burzynski,
SEALING DEVICE INC.
Kathleen Cole,
HOWARD HANNA REAL ESTATE
Deirdre Dieter, VISIONS HOTELS
Nicole Easton, A-1 CONCRETE LEVELING
Molly Kime, LIBERTY MUTUAL
Lori Kuzan, LAWLEY

Laurie Mahoney,
JUNIOR ACHIEVEMENT OF WNY
Elisabeth Marino, SALES DYNAMO
Jill Pawlik,
UNILAND DEVELOPMENT COMPANY
Shelley Rohauer,
BUFFALO BUSINESS FIRST
Annette Wong, TWISTED ROPE

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

PROGRAMMING

Matt Carlucci, EMPLOYER SERVICES CORPORATION (VICE-PRESIDENT)
Neil Carroll, NICKEL CITY GRAPHICS
Michael Even, VISIT BUFFALO NIAGARA
Michaela Lajoie, WESTIN BUFFALO
Brenna LaSpada, SEROTTE LAW
Elisabeth Marino, SALES DYNAMO

Rosanne Panzica, POWER DRIVES INC.
Jill Pawlik,
UNILAND DEVELOPMENT COMPANY
Lindsey Zajac,
AHERN MURPHY & ASSOCIATES

The Programming committee plans our monthly meetings and seminars.

MEMBERSHIP

Colleen Reedy,
BRYANT & STRATTON COLLEGE
(VICE-PRESIDENT)
Tony Blasting,
NORTHWESTERN MUTUAL
Francine Brooks,
FB DISPLAYS & DESIGNS, INC.
Michelle Gerace, JOHN W DANFORTH

Adam Guglielmi,
CONSTRUCTION EXCHANGE OF BUFFALO & WNY
Joe Leary, THE JOHN MAXWELL TEAM
(VICE-PRESIDENT)

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

GOLF

Eric Ensminger, MARKETING TECH (chair)
Max Winterburn, DATASURE24 (co-chair)
Neil Carroll, NICKEL CITY GRAPHICS
Laurie Mahoney,
JUNIOR ACHIEVEMENT OF WNY
Rosanne Panzica, POWER DRIVES, INC.

Jeff Reed, MOUNT CALVARY CEMETERY
Peter Ronca, DATASURE24
Lisa Roy, JUNIOR ACHIEVEMENT OF WNY

The Golf committee plans our annual golf outing to support Junior Achievement of WNY.

MARKETING COMMUNICATIONS

Mary Anne Cappon,
SHECAN! BECOME THE BEST VERSION OF HERSELF (vice-president)
Dylan Buyskes, UNION STUDIO
Matt Carlucci,
EMPLOYER SERVICES CORPORATION
Parrish Gust, TWISTED ROPE
Greg Hennessey, MARKETING TECH
Melanie McGovern, BETTER BUSINESS BUREAU OF UPSTATE NY

Nicole Meisenburg,
MANZELLA MARKETING
Mary Oshel,
SHEA'S PERFORMING ARTS CENTER
Jill Pawlik,
UNILAND DEVELOPMENT COMPANY

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

The Chicken and the Pig go to a breakfast meeting.

Many years ago, a colleague and I sat across the bargaining table from a substantial client. In the middle of negotiations, the client said, matter-of-factly, "It's like the chicken and the pig at breakfast." My colleague and I both paused, wondering if we were the only people in the room who weren't making the connection. After thinking about it for a moment, and coming up empty, I was compelled to ask him what he meant.

Our client explained, "It all has to do with how far you're willing to go...how committed are you to this relationship. What's at stake for you and what are you willing to risk?" It was becoming clear to me as he spoke, and then hit home when he revealed the punch line: "Take the chicken. She's absolutely involved in the breakfast (providing the eggs). But the pig? That pig was committed to the breakfast (giving it 100 percent to provide the bacon)."

It all has to do with how far you're willing to go.. how committed are you to this relationship.

We decided then and there that we were more pig-like than chickens, and went on to land the client, generating millions of dollars in revenue from that relationship. I will always remember that meeting and the lesson of the Chicken and the Pig.

During my 20 years of membership in BNSME, I was often the chicken, being involved, attending most meetings and networking, and learning so much from outstanding speakers. I have met so many local businesspeople and established lifelong relationships. For that I will always be grateful. But I must say, my involvement was enhanced and taken to the next level when I leaned in to the pig's point of view and joined a committee, using my time and talents to grow and strengthen this organization. The BNSME committees consist of: Education, Awards Gala, Programming, Membership, Golf and Marketing/Communications.



As a leadership group, the Board of Directors will increase our efforts to educate you about each committee, what they do and how you can help. Now is the time to tap your inner pig, so to speak, raise your hand and volunteer.

Now it is time to tap your inner pig, so to speak, raise your hand and volunteer.

I promise it will enhance your BNSME experience more than you can imagine. BNSME is poised for another great year, and I look forward to networking and growing professionally alongside each of you.

Cheers,

Michael Donovan

Michael P. Donovan
Account Executive CRM & Neuromodulation
Integer



Michael P. Donovan
2019-2020 president

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BUFFALO NIAGARA SALES & MARKETING EXECUTIVES

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CEO ROUNDTABLE: Marketing WNY's Innovation Boom

SEPT 23
THE WESTIN
BUFFALO



CEO Roundtable moderated by *Dottie Gallagher*
 President & CEO
 Buffalo Niagara Partnership

Always a must-attend event, our annual CEO Roundtable is the perfect kickoff to another great season of programming planned for BNSME. This year we are focusing on innovation in our region with CEOs from some of the most exciting companies using innovative technology to grow their businesses. Through evolving technology, these companies are rivaling Silicon Valley!

Join us at the Westin on September 23 to learn how to market and sell innovative ideas to grow your business, how to stay relevant in a changing market, turning ideas into action, how to solve a problem and make it marketable.

About our panelists:

Merry is the founder of ProductLogic LLC, a Buffalo-based Industrial Design consulting firm. ProductLogic services include Product Development, Prototype Fabrication, Engineering Solutions and Manufacturing Procurement. Merry is named on 14 United States & Foreign Patents. She has earned a BS Degree in Industrial Design from the University of the Arts, Philadelphia.



Merry Conslantino
 Founder
 ProductLogic LLC

In 2014, Dan co-founded ACV Auctions, a mobile auction platform for the wholesale auto industry. Dan has a broad spectrum of experience ranging from software development, angel investing, startups, and network/systems administration. He is a member of the UB Computer Science Advisory Council, and member of the WNY Computer Science Teachers' Association.



Dan Magnuszewski
 Co-founder & CTO
 ACV Auctions

Originally from Texas, Elizabeth went to MIT at the age of 15. After completing her BS and MS at MIT, Elizabeth worked in the physical commodities trading industry in Geneva and Singapore before founding HiOperator in San Francisco. HiOperator provides outsourced customer service through automation, technology, and amazing people. It was a 43 North winner in 2018.



Liz Tsai
 Founder & CEO
 HiOperator

Jeff joined PostProcess Technologies as CEO in January of 2016. Jeff is laser-focused on continuing to expand the team, further enhancing the solution offering and driving the global go-to-market strategy to capitalize on tremendous worldwide demand for automated and intelligent 3D post-printing solutions, a market pioneered by PostProcess.



Jeff Mize
 CEO
 PostProcess

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KEEP CLIMBING
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LUNCH SEMINAR: Optimizing Your Time

OCTOBER 18
MORTON'S THE
STEAKHOUSE



Lindsey Zajac,
owner, Ahern,
Murphy & Associates

The average person gets 27,375 days if they are lucky. Your success in life depends so much on using your time wisely, setting priorities, and not letting the things that matter the least get in the way of the things that matter the most. Identify how you currently allocate your time, typical time wasters, and some best practices for how you can better optimize your time so you can live a life that is in alignment with your values and goals.

OCTOBER DINNER: Progressive Networking Dinner

OCTOBER 28
MILLENNIUM BUFFALO

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

DINNER SPONSORS:



LUNCH SEMINAR: Change Management : Planning for Optimum Buy-In

NOVEMBER 8
EMBASSY SUITES

Are you frustrated when your team doesn't meet performance expectations? Is instituting even a simple change like herding cats? This workshop helps management get support and high performance from their teams when change is needed. Used successfully by over a dozen organizations in the last five years, this seminar will show you how to get your team working together at a high level within days, not weeks or months!



Elisabeth Marino,
Founder & Chief Strategist,
Sales Dynamo Consulting

NOVEMBER DINNER: Marketing Your Expertise

NOVEMBER 25
BUFFALO NIAGARA MARRIOTT



Nicholle Overkamp, MBA
Founder & CEO
Wilcox Financial Group

Nicholle Overkamp, MBA, is the Founder and CEO of Wilcox Financial Group and PowHERhouse Money Coaching. She's also the co-Author of the #1 best-selling book: Money Bitch, a No-BS guide for smart women who want to own their financial future! Learn how Nicholle developed her niche market, grew her business, how she decided to write a book and the marketing tactics to make it a best seller.

DINNER SPONSORS:



CHECK OUT WHAT'S BEEN

APRIL 29 AT SALVATORE'S ITALIAN GARDENS

Business Etiquette: Conversation that builds relationships



Our dinner speaker, John Bourdage, founder of Bourdage Consulting demonstrates the proper way to greet someone during his presentation. Karen Nordaby of the Seneca Niagara Resort & Casino helps with the demonstration.



We recognized the finalists for the Collegiate Sales & Marketing Scholarship Award. From left: Rachael Ruskowski, Niagara University; Danielle Burruss, Buffalo State College; Lauren Carlin, Hilbert College; Natalie France, Buffalo State College; Katelyn Ruskowski, Niagara University with Education committee members, Michael Donovan and Rachael Herrmann. (missing: Allie Dybala, Hilbert College)

MAY 20 AT BUFFALO MARRIOTT HARBORCENTER

Risk-Taking and Leadership in the Modern World



Incoming BNSME president, Michael Donovan from Integer poses with outgoing president, Jill Pawlik from Uniland Development Company



Dana Dee, ACSIA Partners; Barb Beyers, University at Buffalo; Tess Donovan, LeChase; Michael Donovan, Integer; Lisa Roy, Junior Achievement of WNY



Patrick J. Whalen, director of the Niagara Global Tourism Institute, spoke about risk-taking and leading a team



Our speaker, Patrick Whalen with John Osberg; Peter Ronca, DataSure24 and Francie Marzec, The Real You Physical Therapy



We welcomed new members: Lindsey Zajac from Ahern, Murphy & Associates; Annette Wong from Twisted Rope and Clinton Holcomb from Arrowhead Golf Club and Weddings



Big shoes to fill! Jill Pawlik passes the gavel (and her shoes) to Michael Donovan after swearing him in as the 2019-2020 BNSME president

HAPPENING AT OUR EVENTS

JUNE 17 AT ORCHARD PARK COUNTRY CLUB 24 Annual Golf Outing

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**; Driving: **OnCore Golf**; Lunch: **Longhorn Steakhouse**; Dinner Sponsors: **DataSure24**; **Hodgson Russ, LLP**; **Praxair/Linde**, **Scheid Architectural PLLC**; Gift Sponsor: **FMV Tax Professionals** 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 25th annual golf outing on Monday, June 15, 2020!



Tony Blasting's foursome from left: Greg Ford, Doug Saturnino, Tony and Jim Blasting



2019 Golf Outing Chair, Eric Ensminger of Marketing Tech (second from left) poses with his team: Mario Hicks of YMCA Buffalo Niagara, Kevin Grover and Dexter Martin from North American Breweries



Our volunteers are the best! We could not do it without them all!



Celebrating 100 years of Junior Achievement! Francine Brooks cuts the first slice of birthday cake served with Perry's Ice Cream sundae bar.



Title Sponsor Francine Brooks of FB Displays & Designs, Inc. (right) and her guest, Robin Boyd from Mobile Digital Imaging, poses with FB2D's branded duffel bags filled with goodies for our golfers.



We can always count on the support from long time members and golfers! From left: Gary Kenline, Hunt Real Estate; Althea Luehrsen, Leadership Buffalo; Jan Owczarczak, Employer Services Corp; Kevin Kelly, I-Evolve Technology Services; Shelley Rohauer, Buffalo Business First with Shelley's cousin, Linda Kramer.



Lauren Carlin and Josh Szwed from Hilbert College spent their day on the course helping with one of our Closest to the Pin contests.



Lisa Roy shows off the Horace Moses bobblehead. Horace is the founder of Junior Achievement.

SAVE THE DATE: MONDAY, MARCH 2, 2020

Executive of the Year And Elite Sales & Marketing Awards

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 Jody L. Lomeo, President & Chief Executive Officer, Kaleida Health and Great Lakes Health System of WNY. Mr. Lomeo will be presented with the 2019 Executive of the Year Award, in conjunction with the recipients of the Elite Sales & Marketing Award (ESMA).



JODY L. LOMEO
 President & Chief Executive Officer
 Kaleida Health and Great Lakes
 Health System of WNY

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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DAVID FOUNTAINE,
 General Manager
 ADESA Buffalo

12200 Main st Akron, NY 14001
 716.542.3300
david.fontaine@adesa.com

ADESA

Member Recognition



FRANCINE BROOKS, *President*
FB Displays & Designs Inc.

Congratulations to Francine Brooks, president of FB Displays and Designs Inc., on her recognition as a 2019 Woman of Influence by *Buffalo Business First*. Francine is a BNSME Board director and Hall of Fame member.

To attend the AWARDS LUNCHEON on September 26th at the Buffalo Niagara Convention Center, register at www.bizjournals.com/buffalo.

Because a BNSME membership is all about YOU...

We want to showcase our members more...in print and/or online through these two new features:

1. Member of the Month (coming soon)
2. Awards and Honors

If you have won an award or have been honored...please let us know. We would love to showcase you. Simply complete our online Member Recognition form at https://bnsme.org/form.php?form_id=20

We already have our First honoree. Congratulations Francine!

You will also see an increased presence for BNSME on Instagram. Your suggestions are always welcome

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SPOTLIGHT ON MEMBERSHIP

BY COLLEEN REEDY



MEMBERSHIP! The heart and soul of any organization lies in its members! We are excited to kick off the new year with a focus on expanding our membership while retaining our fantastic existing members. This year, we want everyone to get involved so we can grow this wonderful organization. We will have a strong focus on bringing in more Corporate members along with individual members, of course. We want membership to stay at top of mind all year and we need our members engaged in this effort. Please reach out to your friends and colleagues and invite them to upcoming meetings and let them know the many benefits of this group including networking, business development opportunities, exceptional education and learning programs.

CONTESTS TO KEEP YOU MOTIVATED!

To get the momentum going, we will be implementing some Membership contests:

January 2020 – the focus will be on sheer numbers of guests. Awards will go to the member who has brought the most GUESTS to our dinners and to the member who brought in the most NEW MEMBERS from September – November.

June 2020 – Awards to the member who brought in the most GUESTS for the entire year and to the member who brought in the most NEW MEMBERS throughout the year.

We will also scatter a few “pop up” membership contests throughout the year.

We are always looking for feedback so please contact the Membership Committee members with your ideas or suggestions. It’s going to be a great year at the Buffalo Niagara Sales and Marketing Executives!

Peace, Colleen Reedy – VP of Membership

Membership Committee Members: Tony Basting, Francine Brooks, Michelle Gerace, Adam Guglielmi, Joe Leary

WELCOME NEW MEMBERS



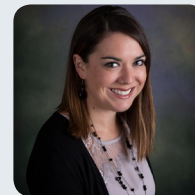
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Buffalo Niagara Marriott



GREG NORTON
Twisted Rope



CLINTON HOLCOMB
Arrowhead Golf Club and Weddings



ASHLEY REED
Bank of Akron



ANNETTE WONG
Twisted Rope

BOARD MEMBER SPOTLIGHT

TONY BLASTING

Field Director, Northwestern Mutual

I am a full-time Financial Advisor and a part-time musician and have been a BNSME member for 12 years. I have been on the board or a committee most of that time.



BNSME has offered me a great way to connect, learn, and engage with my friends and clients here. If you define sales as listening, problem solving, advising, educating, and connecting, then you have come to the right place. I appreciate the support our group offers and look forward to learning from our president this year and serving in that role next year.



MEMBER SPOTLIGHT

CONNIE STIVES

Marketing Director, Computer SOS, INC

I first heard about BNSME from Shelley Rohauer of Business First back in 2001. She spoke so highly of the organization that I ended up joining over the summer before ever attending any event. I soon realized why she raved about BNSME. The programming and networking events are always well planned out with a wide variety of topics and high-quality speakers. I have always found the members to be very friendly and eager to learn about what I do and if they know of someone who might need the services my company provides. They really know the value of networking! Very early on, I was active on the board for two consecutive three-year terms and will always have the proud title of Past President. I am certain that the friendships and business relationships I formed from being active on committees helped me to get the most out of my membership for years to come.



BNSME BOARD OF DIRECTORS



On May 20, we installed the 2019-2020 Board of Directors. Pictured from left: Dylan Buyskes, Nicole Meisenburg, Tony Blasting, Fran Vaughan, Rick Dean, Shelley Rohauer, Michael Donovan, Jill Pawlik, Joe Leary, Michaela Lajoie, Lisa Roy, Jeanne Hellert, Kyle Aronica, Mary Anne Cappon, Colleen Reedy, Rachael Herrmann, Francine Brooks, Michael Even (Missing: Matt Carlucci).

KYLE ARONICA

business development manager/
AVP
Evans Bank
AWARDS GALA CO-CHAIR

MATT CARLUCCI

business development executive
Employer Services Corporation
VP PROGRAMMING

RACHAEL HERRMANN

program manager
Buffalo Niagara Partnership
VP EDUCATION

JILL PAWLIK

senior marketing manager
Uniland Development Company
IMMEDIATE PAST PRESIDENT

TONY BLASTING, CFP, CLU, CHFC

field director
Northwestern Mutual
EXECUTIVE VP

RICK DEAN

president
R.W. Dean Growth Solutions
DIRECTOR

MICHAELA LAJOIE

business travel sales manager
The Westin Buffalo
DIRECTOR

SHELLEY ROHAUER

director of advertising sales
Buffalo Business First
DIRECTOR

FRANCINE BROOKS

president
FB Displays & Designs, Inc.
DIRECTOR

MICHAEL DONOVAN

account executive Neuro Systems
Integer
PRESIDENT

JOE LEARY

coach, teacher, speaker
The John Maxwell Team
DIRECTOR

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senior development manager
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vice president sales & service
Visit Buffalo Niagara
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account supervisor
Manzella Marketing
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NOVEMBER 25
BUFFALO NIAGARA MARRIOTT

WHY JOIN BNSME?

- Professional Development, Relationship Building
- Monthly Dinner Meetings with Knowledgeable Expert Speakers
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- Executive Level Networking
- Mentoring Among Members
- Relevant Interactive Educational Seminars



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