

WINTER 2019

# EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES

2018 Executive of the Year

**David J. Nasca**  
President | CEO  
Evans Bank



Look on Page 11 for Spotlights on...



**KYLE ARONICA**  
Business Development Manager  
Evans Bank  
Member since 2015



**PETER RONCA**  
President/CEO  
DataSure24  
Member since 2009



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# CALENDAR OF EVENTS

Cocktails & Connections  
Networking Party  
Dinosaur Bar-B-Que

**February 11**  
5:30 p.m. – 7:30 p.m.

2018 Executive of the Year & Elite  
Sales & Marketing Awards Gala  
The Admiral Room at the Marin

**March 4**  
5:00 p.m. Networking  
6:30 p.m. Dinner & Program

March Dinner Meeting  
Hollywood East - panel  
Shea's Seneca

**March 25**  
5:00 p.m. Networking  
6:00 p.m. Dinner & Program

Disney Speaker Event featuring  
Dan Cockerell  
Kleinhan's

**April 1**  
8:00 a.m. - 11:30 a.m.

April Dinner Meeting  
Featuring John Bourdage,  
Bourdage Consulting  
Salvatore's Italian Gardens

**April 29**  
5:00 p.m. Networking  
6:00 p.m. Dinner & Program

Lunch Seminar  
How to Embrace Authenticity  
in the Digital Age  
Embassy Suites

**May 10**  
11:30 a.m. Lunch  
12:00 p.m. Program

Annual Installation Dinner  
TBA

**May 20**  
5:00 p.m. Networking  
6:00 p.m. Dinner & Program

24th Annual Golf Outing  
To benefit Junior Achievement  
of WNY  
Orchard Park Country Club

**June 17**  
10:00 a.m. – 7:00 p.m.



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# 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](mailto:bnsme@bnsme.org)

## EDUCATION

Michael Donovan, INTEGER  
(vice-president)

Nicole Meisenburg,  
MANZELLA MARKETING

Peter Beyette, AGENT OF CHANGE

Amanda Recio, HILBERT COLLEGE

Paul Chisholm,  
INSURANCE ASSOCIATES MARKETPLACE

Kevin Gannon, EBC  
Don Hahn, HAHN TRAINING LLC

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

Rachael Herrmann,  
BUFFALO NIAGARA PARTNERSHIP

## AWARDS GALA

Lisa Ettipio-Lauciello,  
BRYANT & STRATTON (chair)

Elisabeth Marino, SALES DYNAMO  
Shelley Rohauer,

Kyle Aronica, EVANS BANK (co-chair)  
Kurt Amico, MIDCITY OFFICE FURNITURE

BUFFALO BUSINESS FIRST

Kathleen Cole,  
HOWARD HANNA REAL ESTATE

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

Lori Kuzan, LAWLEY  
Laurie Mahoney,  
JUNIOR ACHIEVEMENT OF WNY

## PROGRAMMING

Rachael Brown,  
EMPLOYER SERVICES CORPORATION  
(vice-president)

Michaela Lajoie, WESTIN BUFFALO  
Jill Pawlik,  
UNILAND DEVELOPMENT COMPANY

Matt Carlucci,  
EMPLOYER SERVICES CORPORATION

Jeffery Zeplowitz,  
BARRY ZEPLOWSKI & ASSOCIATES

Michael Even, VISIT BUFFALO NIAGARA  
Brenna Gilbert,  
MORTON'S THE STEAKHOUSE

*The Programming committee plans our  
monthly meetings and seminars.*

## MEMBERSHIP

Joe Leary, THE JOHN MAXWELL TEAM  
(vice-president)

Colleen Reedy,  
BRYANT & STRATTON COLLEGE

Tony Blasting, NORTHWESTERN MUTUAL  
Francine Brooks,

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

FB DISPLAYS & DESIGNS, INC.

Adam Guglielmi, Construction  
EXCHANGE OF BUFFALO & WNY

## GOLF

Eric Ensminger, MARKETING TECH  
(chair)

Jeff Reed, MOUNT CALVARY CEMETERY  
Peter Ronca, DATASURE24

Neil Carroll, NICKEL CITY GRAPHICS  
Dan Daddario,

Lisa Roy, JUNIOR ACHIEVEMENT OF WNY  
Max Winterburn, DATASURE24

GET NOTICED PROMOTIONS

Laurie Mahoney,  
JUNIOR ACHIEVEMENT OF WNY

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

Rosanne Panzica, POWER DRIVES, INC.

## MARKETING COMMUNICATIONS

Mary Anne Cappon, SHECAN! BECOME  
THE BEST VERSION OF HERSELF  
(vice-president)

Nicole Meisenburg,  
MANZELLA MARKETING

Dylan Buyskes, ONION STUDIO

Jill Pawlik,  
UNILAND DEVELOPMENT COMPANY

Carrie Callahan,  
THE BONADIO GROUP

*The Marketing/Communications committee  
manages all marketing and communications  
including advertising, branding, Executive  
News magazine, roster, website and social  
media.*

Matt Carlucci,  
EMPLOYER SERVICES CORPORATION

# EXECUTIVE NEWS

## Message from the President

People are people and business is business.

At the start of each new calendar year, our inboxes and news feeds are riddled with the latest trends that are meant to help us be more effective or efficient in our jobs. Whether it's an emerging technology, a new training method or a cool tool, we can become easily distracted by these developments in our quest to win more business.

**Earning business by creating one relationship at a time**

You know what never goes out of style? Earning business by creating one relationship at a time. As long as you stay current on how to get your prospective customers'

attention and take excellent care of the customers you've earned, you'll be in a position to retain and gain no matter which "shiny new object" comes along.

One of the main benefits of Buffalo Niagara Sales and Marketing Executives (BNSME) is that we consider both the trends and what works in our local market, and we provide experts to dissect and explain them at our monthly dinner meetings and day-time seminars.

**We consider both the trends and what works in our local market**



Jill with David Malczewski, Sheridan Benéts and Francie Marzec, The Real You Physical Therapy

And while there may be a few 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. In addition to being a member, I invite you to take a leadership role by serving on a committee such as Programming, Education or Golf. You'll meet new people and develop your leadership skills.

Our incredibly engaged Board of Directors continues to work on this season's goals, including:

**I invite you to take a leadership role by serving on a committee**

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

We have many great things on the horizon: our annual Executive of the Year and Elite Sales and Marketing Award winners, the Junior Achievement Bowl-a-Thon, a dinner and discussion around the impact of the local film industry, and many more. Check out [www.bnsme.org](http://www.bnsme.org) for more information. To join our email list, email Executive Director Jeanne Hellert at [bnsme@bnsme.org](mailto:bnsme@bnsme.org).

Cheers,

Jill Pawlik  
Senior Marketing Manager  
Uniland Development Company



Jill Pawlik  
2018-2019 president



## TABLE OF CONTENTS

On the Cover: Join us March 4 at the Admiral Room for the 2018 Executive of the Year and Elite Sales & Marketing Awards dinner.

PAGE 2 Calendar of Events / BNSME Committees

PAGE 3 President's Message

PAGE 4 Executive of the Year and Elite Sales & Marketing Awards

PAGE 6 BNSME Happenings

PAGE 8 Spring Events

PAGE 10 Board of Directors  
Welcome New Members

PAGE 11 Member Spotlights



**BUFFALO NIAGARA  
SALES & MARKETING  
EXECUTIVES**

P.O. Box 1185, Orchard Park, NY 14127  
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# THE 2018 EXECUTIVE OF THE YEAR AND ELITE SALES & MARKETING AWARDS

**MARCH 4**  
THE ADMIRAL ROOM  
AT THE MARIN



Make your reservation for Monday, March 4, 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.

We will proudly present the 2018 Executive of the Year Award to David J. Nasca, President and Chief Executive Officer of Evans Bancorp, Inc. and Evans Bank, N.A. Mr. Nasca will be honored in conjunction with the Elite Sales & Marketing Award recipients at the Admiral Room at the Marin.

The event 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 bestow the Collegiate Sales & Marketing Scholarship Award to a student nominated from area colleges. The Collegiate Sales & Marketing Award recipient will receive a \$500 scholarship.

Please join us in paying tribute to Western New York's top achievers.

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Development & Community Relations, at 716-677-9500

## What is your favorite book?

- Any book by Michael Lewis including Liar's Poker
- Leading Change by John Kotter
- Tipping Point and Outliers by Malcolm Gladwell

## What is your favorite restaurant?

There are so many good ones in WNY – Sinatra's, Siena, Trattoria Aroma

## What is your favorite wine?

Nebbiolo Langhe from Piedmont

## How do you spend your free time?

There is not a great deal of free time in my role but I enjoy spending time with family and playing tennis now that I have retired from basketball.

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

Ireland, Prague, Amsterdam, Colorado

## Tell us about your family

My wife Mary Beth and I have been married for 31 years. We have three adult children, and are expecting our first grandchild. We are also blessed to have my father, mother and mother-in-law still with us.

## Where were you educated?

St Joe's Collegiate Institute, Canisius College - B.S. in Management and Marketing, University at Buffalo - MBA

## What was your dream job when you were a child?

I thought I would be a lawyer or doctor like many of my relatives. My career path took a turn in college when I realized I had an affinity for business and finance.



*"Dave Nasca is a genuinely nice guy. I had the opportunity to photograph him for his EOY award. We chose The Admiral Room for the location. The banquet space is incredible but the giant bank vault in the basement makes for an amazing backdrop."*  
-Dylan Buyskes, Onion Studio

## Can you share a sales and marketing best practice?

I have always enjoyed the science of marketing and strategy behind building a brand. Throughout my career, I have focused on fostering relationships and that is our focus at Evans as well. Our clients know that we are engaged and accessible and this has been a differentiator for us.

## Tell us about a time you overcame adversity.

There have been many, but I can honestly say that each setback created learning opportunities and gave me the chance to persist and become more resilient.

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**SEPT 11 AT BLACKTHORN RESTAURANT & PUB Season Kickoff**



Our photographer, Dylan Buyskes from Onion Studio and BNSME director, had the brilliant idea to get our Season Kickoff attendees gathered on the deck at the Blackthorn for a group photo.

**SEPT 24 AT THE WESTIN CEO Roundtable**



Shelley Rohauer, Buffalo Business First and Mark Hayes, Construction Trades Staffing with CEO panelist Shawn Smith, ZeptoMetrix, right.



Tom Kucharski from Invest Buffalo Niagara, our panel moderator, with Francine Brooks, FB Displays & Designs and CEO panelist Dr. Michael Cropp, Independent Health.



Mark Sullivan, president & CEO of Catholic Health System, responds to a question during our panel discussion about How Local BioTech is Changing Healthcare.



BNSME president Jill Pawlik and Francine Brooks, golf Title Sponsor, present our golf outing donation to Laurie Mahoney and Lisa Roy of Junior Achievement of WNY



CEO panelist Teresa Bair, Esq., from Athenex with Lisa Roy and Tammy Bixby of Junior Achievement of WNY

# HAPPENING AT OUR EVENTS

## OCT 22 AT HOTEL HENRY Making Content Marketing Work for You



New member, David Malczewski, benefits consultant from Sheridan Benefits.



John Tebeau, president and publisher, Buffalo Business First, shared his expertise on content marketing.



Bob LaPointe, president of OnCore Media, traveled from Boston, MA, to participate in our presentation.



Torsten Doering from Daemen College had his students participate in our Student Day program prior to the dinner meeting.

## NOV 26 AT MILLENNIUM BUFFALO Progressive Networking Dinner



Jill Pawlik, left, and Joe Leary, second from right, welcome new members: Matt Murphy, Aurora Imprints; Zach Schneider, FIFTEEN; Max Winterburn, DataSure24; Andrew Russo, ComDoc and Dawn Rayl, The Quilted Squirrel.



Dana Dee, ACSIA Partners, shares her business cards during the Progressive Networking Dinner.



Kurt Amico, MidCity Office Furniture with Barrett Price, Bear Metal Works and Tony Blasting, Northwestern Mutual.



Tracey Szwajda, our event host from the Millennium Buffalo.

**DINNER: Hollywood East: Marketing WNY's Film Industry**

**MARCH 25**

**SHEA'S SENECA**

Our region continues to grow as a destination for film and television productions. Learn from our speakers about how they promote WNY for this industry and how it affects the local economy. We have chosen Shea's Seneca, the newly-refurbished historical theater in South Buffalo, as our venue for this exciting presentation. The building was originally constructed in 1929 by Michael Shea (who also built Shea's Buffalo and North Park Theatre).



*Tim Clark, Film Commissioner, Buffalo Niagara Film Commission*



*Steve Abbott, actor*



*Tilke Hill, festival director at the Buffalo International Film Festival*



*Matthew Nardone, CEO, NDstudios, an artist-run multimedia production company*

**EVENT SPONSORS**



**DINNER**

**APRIL 29**

**Business Etiquette: Conversation that builds relationships**

**SALVATORE'S ITALIAN GARDENS**

John Bourdage has dedicated his life's work to the improvement of interpersonal relationships through a renewed understanding of social skills and personal brand. John teaches the skills that are critical for success in this image-conscious world.



*John Bourdage, founder of Bourdage Consulting*



**LUNCH SEMINAR**

**MAY 10**

**How to Embrace Authenticity in the Digital Age**

**EMBASSY SUITES**

Local Social Media Enthusiast Julia Jornsay-Silverberg is well-versed in the best practices of using social media to create connections and drive conversions. Julia will break down the best practices across social media channels, as well as the importance of showing up authentically online and how doing so can help you expand your reach and engagement online.



*Julia Jornsay-Silverberg, Social Media Director, Telesco Creative Group*



## Kleinhans Music Hall Buffalo, NY

Monday, April 1, 2019

Register at: [www.infotechwny.com/disney](http://www.infotechwny.com/disney)

Former Vice President of Magic Kingdom

# WALT DISNEY WORLD



## Dan Cockerell

### How To Deliver A World Class

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Learn From Dan's 27 Year Career With Disney  
Key Takeaways Are:

- How leadership can create a high performance internal culture that engages employees
- The focus and processes Disney uses to always start with the customer experience when making operational / investment decisions
- How Disney delivers an excellent experience in everything we do
- When we fall short, understanding the recovery plan to make the customer whole, and insuring their intent to return

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Over the holidays a friend suggested a restaurant to me that I have never been to before. I was initially hesitant, but then I decided to go, and I am glad I did. The food was delicious, and the experience was excellent. This friend is an expert when it comes to dining, so I trusted his recommendation.

When talking to new BNSME members I have discovered that most are referred to the group by current members. Like my story above, the key point to note is that people influence people, and nothing influences people more than a recommendation from someone they trust.

Is there someone you know who could benefit from being a part of the BNSME? Perhaps they are hesitant to take the initial step of attending an event. There are many opportunities coming up for people to experience the BNSME, and I would encourage you to recommend our group to people you know. Thank you for helping us grow!



## WELCOME NEW MEMBERS



DAVID FOUNTAINE  
ADESA Buffalo



KEVIN GANNON  
EBC



SAMANTHA GRADY  
Buffalo Grand Hotel & Event  
Center



ADAM GUGLIELMI  
Construction Exchange  
of Buffalo & WNY



GREG HENNESSEY  
Marketing Tech



FRANCIE MARZEC  
The Real You Physical Therapy



ERIN MCGEE  
UB School of Management Center  
for Entrepreneurial Leadership



SULAIMAN MUFLAHI  
West Herr



MATTHEW MURPHY  
Aurora Imprints



KATHRYN O'DONNELL  
Botanicus



DAWN RAYL  
The Quilted Squirrel



ANDREW RUSSO  
ComDoc



MAX WINTERBURN  
DataSure24

## BNSME 2018-19 BOARD OF DIRECTORS

### KYLE ARONICA

business development manager / AVP  
*Evans Bank*  
DIRECTOR

### TONY BLASTING

field director  
*Northwestern Mutual*  
INTERIM 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

vice president/COO  
*SheCAN! Become the  
best version of herself*  
VP MARKETING COMMUNICATIONS

### MATT CARLUCCI

business development executive  
*Employer Services Corporation*  
INTERIM DIRECTOR

### 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

### NICOLE MEISENBURG

account supervisor  
*Manzella Marketing*  
IMMEDIATE PAST PRESIDENT

### JILL PAWLIK

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

## BOARD MEMBER SPOTLIGHT

### KYLE ARONICA

Business Development Manager,  
Evans Bank



As a Business Development Manager for Evans Bank in Williamsville, I am always looking to expand my network of professionals and business owners. After being invited to a BNSME Monthly Dinner by a friend and peer a few years ago, I quickly learned this was an organization worth joining. Right away I became involved by volunteering my time with the Executive of the Year and Elite Sales & Marketing Awards Gala committee. The Awards Gala committee always puts on such an impressive event.

I was honored to move into a leadership role when in 2017 I was asked to join the BNSME Board of Directors. In 2018, I took on the added responsibility of co-chairing the Awards Gala committee. Since joining BNSME, I have not only made some great business connections, but I have made many new friends as well!

I would recommend BNSME to any professional looking to not only expand their network, but also to take advantage of the many educational offerings BNSME has throughout the year. More importantly, I recommend to my fellow BNSME members to become involved on one of the many committees. Volunteering on a committee is a truly beneficial way to expand your business network and grow professionally.

## MEMBER SPOTLIGHT

### PETER RONCA

president/CEO, DataSure24



I had the pleasure of joining BNSME over 25 years ago when I started my first business, that included data centers in Buffalo, Toronto, New York City and Chicago, with only a few customers from the Buffalo area.

During that time period I gained so much from BNSME that I will always be thankful for. After the sale of that business, I later rejoined BNSME when I became President of Shatter IT, a local I.T. company that supported a small niche market. Over those years I again gained invaluable experience in networking skills, built long-lasting relationships with many of the members, and developed priceless business and sales skills.

Over the past four years, Shatter I.T. has refocused its efforts to become a premier Managed Security Services Provider (MSSP) that is now ranked in the Top 100 in the country. In September of 2018, we formed a new joint venture called DataSure24 with the largest accounting firm in WNY – Freed Maxick. Today, Datasure24 offers security services to organizations requiring Security Assessments, Security Awareness Training and 24/7 monitoring from our Security Operations Center. Now more than ever, I'm excited to be a part of BNSME as we grow our new business and expand our sales and marketing staff to support our customer needs.

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WINTER 2019

# EXECUTIVE NEWS

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BUFFALO NIAGARA SALES & MARKETING  
EXECUTIVES

## SAVE THE DATE

## MONDAY, JUNE 17, 2019

## 24<sup>TH</sup> ANNUAL GOLF OUTING



## ORCHARD PARK COUNTRY CLUB

**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](http://www.bnsme.org)



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# WHY JOIN BNSME?

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