

— SPRING 2021 —

EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES



JOIN US - JUNE 21ST
as we celebrate the 26th Annual Golf
Outing in partnership with Junior
Achievement of WNY.



CALENDAR OF EVENTS

26th Annual Golf Outing At Diamond Hawk Golf Course to benefit Junior Achievement of WNY	June 21 10:00 a.m.
Season Kickoff Networking Social	September 13 5:00 p.m.
September Monthly Program	September 27 5:00 p.m.
October Monthly Program	October 25 5:00 p.m.
November Monthly Program	November 22 5:00 p.m.

Plus watch our website for information about additional networking events and professional development seminars coming this summer and fall!



Junior Achievement
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To get involved, visit jawny.org or contact
Alycia Ivancie (Aivancie@jawny.org)



BUFFALO NIAGARA PARTNERSHIP
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thepartnership.org

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

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

Elisabeth Marino, Sales Dynamo (vice president)	Amanda Recio, Hilbert College
Lisa Ettipio, Bryant & Stratton College	Lisa Roy, Junior Achievement of WNY

AWARDS GALA

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

Jill Pawlik, Pawlik Marketing Consulting (chair)	Joe Lojacono, Valmark Associates LLC Vicar Industries LLC
Kyle Aronica, Evans bank	Laurie Mahoney, Junior Achievement of WNY
Lisa Ettipio, Bryant & Stratton College	Shelley Rohauer, Buffalo Business First
Mike Even, Visit Buffalo Niagara	

PROGRAMMING

The Programming Committee plans our monthly meetings and seminars.

Lindsey Zajac, Ahern Murphy & Associates (vice president)	Tony Blasting, Northwestern Mutual
Matt Carlucci, Imagine Staffing Technology (vice president)	Ed Helm, The Copy Store
Elisabeth Marino, Sales Dynamo	Paul Chisholm, Insurance Associates Marketplace
	Michaela Lajoie, Westin Buffalo
	Jill Pawlik, Pawlik Marketing Consulting
	Lindsay Amico, Picture Perfect Mind

MEMBERSHIP

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

Adam Guglielmi, Construction Exchange of Buffalo & WNY (vice president)	Francine Brooks, FB Displays & Designs, Inc.
Lindsay Amico, Picture Perfect Mind	Rick Dean, R.W. Dean Growth Solutions
Michael Belin, Nacre Consulting LLC	Steve Neuss, PCA Technology Group, Inc.
Tony Blasting, Northwestern Mutual	Shelley Rohauer, Buffalo Business First

GOLF

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

Eric Ensminger, Marketing Tech (chair)	Steve Coulton, OnCore Golf
Max Winterburn, DataSure24 (co-chair)	Laurie Mahoney, Junior Achievement of WNY
Tony Blasting, Northwestern Mutual	Jim Richert, GZA GeoEnvironmental of NY
Matt Carlucci, Imagine Staffing Technology	Jeff Reed, Mount Calvary Cemetery
Jason Covelli, PCA Technology Group, Inc.	Lisa Roy, Junior Achievement of WNY

MARKETING COMMUNICATIONS

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

Jennifer Szustakowski, (vice president)	Greg Hennessey, Marketing Tech
Dylan Buyskes, Onion Studio	Melanie McGovern, Better Business Bureau of Upstate NY
Carrie Callahan, Casilio Communications Carrie Callahan Photography	Mary Oshei, Shea's Performing Arts Center
Matt Carlucci, Imagine Staffing Technology	Jill Pawlik, Pawlik Marketing Consulting

EXECUTIVE NEWS

Message from the President

Dear Members,

It has been my pleasure to belong (since 2007), serve on the board, and serve as your president for 2020-2021. This has been an interesting year to say the least and your board has adjusted, pivoted, and adapted to the environment.



BNSME was an early adopter of the Zoom format to bring speakers and guests from around the country and Canada. We were able to bring you speakers and content we could never have afforded to fly into town. Membership renewals were extended to account for missed in person events last spring. Renewals and rates were reduced temporarily for the same reason.

“New member additions were strong and programming was robust – thanks to the committees and the board.”

The 2020 golf outing went off two months later than usual, but with only minor differences.

Fast forward to now – vaccinations are increasing rapidly, spring is here, and we are meeting (carefully) in person twice in April with plans to do more in May. The golf outing is back on the calendar for the traditional date of the third Monday in June (June 21). Please come out and see us as soon as you are comfortable. As always, reach out to any member and introduce yourself. Contacts are in the member section of the website (www.bnsme.org). Bring a guest, refer a friend, join a committee. This is how we stay strong and grow.

“May is the time when I hand over the gavel and join the long list of past presidents with gratitude and positive energy to the new leadership.”

I wish you health, success, and joy.

Cheers,

Tony Blasting, CFP
Field Director
Northwestern Mutual



Buffalo Niagara
Sales & Marketing
Executives

A Publication of the Buffalo Niagara
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26TH ANNUAL GOLF OUTING TO BENEFIT JUNIOR ACHIEVEMENT OF WNY

Monday, June 21st at Diamond Hawk Golf Course



For the twenty-sixth year, BNSME is teaming up with Junior Achievement of WNY for our annual golf outing on Monday, June 21st, 2021 at Diamond Hawk Golf Course. Join us as we enjoy a day of golf, great food, raffles and prizes!

Safety First! Our committee, headed by Eric Ensminger, Marketing Tech and Max Winterburn, DataSure24, is focused on creating another safe and entertaining experience for our golfers and volunteers. Join us for golf or just dinner – you will have a great time!

New this year! After many wonderful years at Orchard Park CC, our team decided to make the move to Diamond Hawk. We are happy to support longtime BNSME member Don Papaj, owner of Marketing Tech, and now one of the new co-owners of Diamond Hawk. We are excited about all the amenities Diamond Hawk has to offer – mimosas at check in, anyone? How about barbecue for dinner? And cool new lithium carts with GPS – wow!

We need your help with donations! Last year, we brought you our Basket Auction online. It was such a big hit, it will be back online again in early June so everyone in the WNY community can participate. If you can help our organization raise funds, we can help your organization with some visibility among our BNSME and JA audiences. Please consider a business traffic-building or awareness-raising donation to our golf outing.

We ask that you consider how you and your organization can become a part of this wonderful relationship that has developed between JA and BNSME.

Please visit our website at bnsme.org for more information and to register.

WE ARE SO GRATEFUL TO OUR GOLF SPONSORS:

TITLE:  Northwestern Mutual

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GOLF

LUNCH:



DINNER:



DINNER GIFT:  TAX PROFESSIONALS

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—composing the vision—

PRINT:  Marketing Tech
YOUR MARKETING TASK FORCE

PUTTING CONTEST:



RECAP OF OUR FALL AND WINTER EVENTS INCLUDING WHAT OUR ATTENDEES HAD TO SAY:

The Programming committee continues to deliver relevant professional development opportunities for you!

SEP 28

KEEP THE WHEELS TURNING IN 2020

A conversation with Brian Grunert, owner of White Bicycle



Brian is a wealth of marketing information. Interesting stories!

OCT 16

TECHNIQUES FOR PRODUCTIVE & SUCCESSFUL SALES PROSPECTING

Presented by Mike Belin, Nacre Consulting LLC



Mike gave us new ideas of what is out there. Great!

OCT 26

STAYING ON THE LEADERBOARD

A conversation with Steve Coulton, OnCore Golf



Really enjoyed learning about the success of OnCore's marketing and what they have planned for the future.

NOV 13

HOW TO USE TECHNOLOGY TO DRIVE MARKETING & SALES ALIGNMENT

(special hybrid seminar at HANSA Workspace)

Presented by Jill Fecher and Mark Saltarelli, Cypress North



Loved the venue. Topic was presented well. I enjoyed the hybrid aspect. Attending virtually was just as interactive.

DEC 8

INVEST IN YOU & DRIVE YOUR BUSINESS PERFORMANCE

Professional Development Workshop



SELLING INTO THE NEW NORMAL:

How To Take Care Of Clients And Keep Selling

Presented by Elisabeth Marino, Sales Dynamo



BUILDING RESILIENCE IN ADVERSE

TIMES: How To Cultivate Resilience For You And Your Team To Respond Effectively To Difficult Situations

Presented by Lindsey A. Zajac, Ahern, Murphy & Associates

I walked away with several things I applied already and shared with my team... great session! Excellent presenters - very knowledgeable!

JAN 15

STAYING ON BRAND WHILE BUILDING AND LEADING EFFECTIVE SALES & MARKETING TEAMS

Presented by Melanie Morcelle, RUI Management Services



Very good insight from an experienced professional!

JAN 25

OPPORTUNITIES & CONNECTIONS

For Employers, Job Seekers And Career Advisors

With career experts Cathy Lanzalaco, Inspire Careers LLC and Todd Nicholas, Career Partners International Buffalo Niagara



Useful information! Being able to connect with others was so enjoyable!

FEB 12

BETTER PROCESS, MORE PROFITS: HOW TO LEVERAGE SALES AND MARKETING INTEGRATION

Presented by Mike Cardus, Organization Development by Mike Cardus



Excellent topic and speaker! Learned a lot from Mike!

MAR 12

DIGITAL MARKETING PRINCIPLES: A SET OF RULES TO HELP GUIDE DECISION MAKING

Presented by Kanishka Wanninayaka, YAMU Media



Kanishka is an excellent speaker. Very informative. Friendly, open atmosphere.

MAR 29

MARKETING FUNDAMENTALS & BEST PRACTICES – Panel of experts moderated

By Christie Berardi, M.S., Buffalo Medical Group



Well constructed panel, and excellent facilitation. Very professional. Nice Energy!

BNSME'S 25TH ANNUAL GOLF TOURNAMENT

Donates \$8,000 to Junior Achievement of WNY



BNSME presented a donation check of \$8,000 to Junior Achievement of WNY on April 26, 2021. Francine Brooks, president of FB Displays & Designs Inc. and Tony Blasting, field director for Northwestern Mutual presented the donation to Laurie Mahoney, president of Junior Achievement of WNY.



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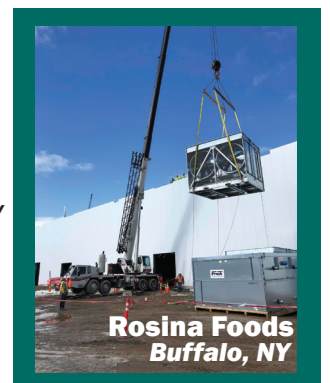


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WHAT'S BEEN HAPPENING AT OUR EVENTS



Michaela LaJoie, our host from the Westin with Elisabeth Marino, Sales Dynamo; Melanie McGovern, Better Business Bureau of Upstate NY and Jill Pawlik, Pawlik Marketing Consulting

APRIL 26 AT THE WESTIN

BNSME PLAY4JA TRIVIA NIGHT



Carolyn Powell from Tronconi Segarra & Associates and Rachael Brown from Employer Services Corp with our event sponsor, Kurt Amico from MidCity Office Furniture and Lindsay Amico, Picture Perfect Mind.



Who are those masked men?
Pete Cimino from Buffalo Niagara Association of Realtors and Peter Ronca from DataSure24



Great event for a great cause! Thank you to everyone who joined us for Trivia Night to benefit JA!



Jason Covelli from PCA Technology Group with John Adams of FranNet of Buffalo and WNY



Selfie Shot! Lisa Roy and Laurie Mahoney from Junior Achievement of WNY



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LET'S GET STARTED



Mark J. Schnobrich
CLU®, ChFC®, RICP®
Financial Advisor
716.626.4501
markschnobrich.nm.com



Tony Blasting
CFP®, ChFC®, CLU®, CASL®, RICP®
Financial Advisor
716.626.4504
tonyblasting.nm.com



New Goals

Jennifer Szustakowski

VP of Marketing & Communications



As marketing and sales executives, I think it's fair to say we have seen many things in our careers, but the past 18+ months have been new territory for all of us. For the volunteer members of BNSME's Marketing and Communications committee (MarComm) it has been no different. We have adjusted the way we communicate with our members by introducing our new digital newsletter and decreasing the number of times we print our Executive News printed newsletter. We have introduced a blog feature on our

website allowing us to share interesting sales and marketing articles with you at a moment's notice. And we have used social media more effectively to share our mission and program scheduling beyond just our current membership. For the MarComm committee of an organization like BNSME the evolving has only just begun, it is our goal as an organization to continue to innovate, set trends, and be the example. We are taking further strides in exploring new technology, new ideas and new campaigns to be on the forefront of ever changing technology and marketing trends.

It is the goal of the MarComm committee to provide BNSME members with all the information and tools needed to thrive as a BNSME member and to share our great organization with your fellow sales and marketing colleagues. As part of our goals for the next year we are exploring rebranding options, a website redesign, enhanced social media, and new marketing strategies all to be a more attractive organization to the thousands of sales and marketing executives in our Western New York region.

We hope you are enjoying your BNSME membership and all the programming, networking, other opportunities it offers you. We strive every day to enhance what that membership means, the value added benefits, and the quality of sales and marketing opportunities that are available to you.

Please join me in thanking the members of our MarComm committee for all their hard work this past year and cheers to their accomplishments. As we move forward, if you are interested in contributing to the MarComm committee we are always welcoming new members and fresh new ideas.

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Marketing Tech is a proud sponsor of the **2021 BNSME Golf Outing to support Junior Achievement of WNY**

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MEMBER SPOTLIGHT

Adam Guglielmi

VIP of Membership, BNSME

BNSME Springs Into Events... In-Person!

In April, BNSME was proud to hold our first in-person events of 2021 with our BNSME Member Meet Up and Trivia Night to benefit Junior Achievement. It was great to see our members again and we look forward to even more in-person programming to bring in members we have not seen virtually throughout the pandemic.

Although we are excited to move forward and out of the pandemic, I would be remiss if I did not thank our Board, Programming and Membership Committees for all their hard work. Each month during the pandemic, BNSME ran virtual networking and education opportunities to keep the WNY Sales, Marketing and Business Community engaged.

Now we come to one of the BNSME cornerstone events of the year, our 26th Annual Golf Outing to benefit Junior Achievement on June 21. We are excited that our outing this year will be at Diamond Hawk Golf Course and we look forward to getting more golfers, prizes and sponsors this year than in 2020.

We hope that our current members, past members and those new to BNSME, will join us on June 21 and for our events to come. Current members are encouraged to invite and bring guests to this year's event.

For those who have not yet become members of BNSME, please consider Membership with us at this time, not just because of in-person programming, but because Membership is the best value it has ever been. We would love for you to be a new member coming into our June Golf Outing!

If you have questions on Membership or would like to request an application, please contact me at aguglielmi@conexbuff.com or 716-860-0226.

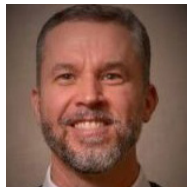
Adam Guglielmi



WELCOME NEW MEMBERS



John Adams
FranNet of Buffalo & WNY



Pierre Aubertin
NOCO Energy



Randy Bianchi
Lakelet Capital LLC



Mike Cardus
Organization Development
by Mike Cardus



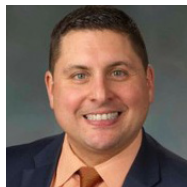
Peter Conley
Conley Creation Co.



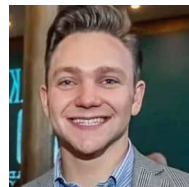
Jason Covelli
PCA Technology
Group, Inc



Megan Davis
Welke Customs Brokers
USA



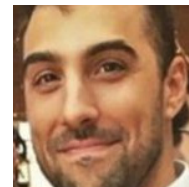
Don Dentice
Vital Dental Laboratory



Jake George
VSP Graphic Group



Thomas Jennings
Selective Staffing Solutions



James Luthart
NOCO Energy



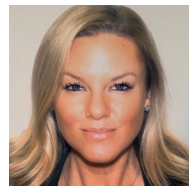
Joseph Manzella
Novum Medical
Products



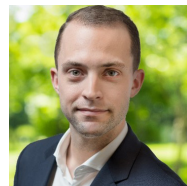
Nancy McNamara
Buffalo Niagara Partnership



Mark Schnobrich
Northwestern Mutual



Julia Stephens
The Evans Insurance
Agency



Tyler Van Schoonhoven
Lakelet Capital LLC



Jennifer Witnauer
Mach Architecture

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Director



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Evans Bank
Director



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Northwestern Mutual
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Matt Carlucci
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Rick Dean
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Growth Solutions
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Lisa Ettipio
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Greg Hennessey
Marketing Tech
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Michaela LaJoie
The Westin Buffalo
Director



Elisabeth Marino
Sales Dynamo
VP Education



Jill Pawlik
Pawlik Marketing Services,
Chair-Annual Awards Gala



Shelley Rohauer
Buffalo Business First
Director



Lisa Roy
Junior Achievement of
WNY, Director



Jennifer Szustakowski
VP Marketing
Communications



Fran Vaughan
FMV Tax Professionals
Treasurer



Max Winterburn
DataSure24
Co-Chair Golf Outing



Lindsey Zajac
Ahern, Murphy
& Associates,
Executive VP |
VP Programming

IT SURE HAS BEEN AN INTERESTING YEAR

Matt Carlucci Incoming President

On Friday, March 13th 2020, we held our first virtual event via Zoom. We didn't know it at the time, but it would be 14 months and 12 days later before we held another event fully in-person.

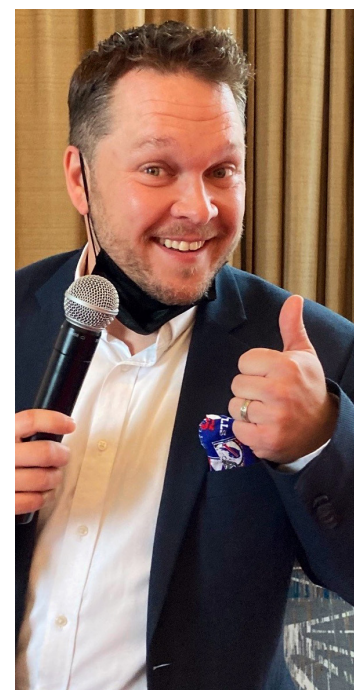
During that time, we witnessed so much change in the World. The way we communicated, the way we worked, the way we shopped, the way we traveled, the way we were entertained and the way we learned.

I'm so proud of our membership and our leadership for the way we responded to this change. The evolution and adaptation of BNSME proved once again why it has survived to become the oldest Sales and Marketing based organization in the area. While "Zoom fatigue" became a very real problem, BNSME continued to innovate and carry out our mission of providing education and professional development for people all around Western New York.

We were able to attract speakers from across the US and Canada and deliver the closest thing to networking that we could provide. We had a "Cinco De Mayo" party, a trivia night, and even a weekly virtual breakfast. Our Programming Committee has proven to be some of the most dedicated and creative people around.

Our membership is made up of salespeople, designers, architects, marketing specialists, directors, managers, mothers, fathers, friends, husbands, wives, and recent college grads. Each and every one of us has been affected one way or another by the events of the past year and have proven that BNSME is a close family that will survive and grow stronger together.

It will be my distinct honor to serve this organization as President for the next year. I wish you all good health and success as the World continues to evolve and grow.



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26TH ANNUAL GOLF OUTING



**MONDAY
JUNE 21, 2021**

**DIAMOND
HAWK
GOLF COURSE**



10:00 a.m.	Registration
11:00 a.m.	Lunch
12:00 p.m.	Shotgun (scramble format)
4:30 p.m.	Dinner

Title Sponsor:



Virtual

**BREAKFAST
WITH BNSME**

WEDNESDAY MORNINGS

