

# EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES



# 2022

## EXECUTIVE OF THE YEAR

# RHONDA FREDERICK

President & Chief Executive Officer, People Inc.

Ms. Frederick started as a direct care support provider at People Inc. 42 years ago and has led the organization since 2014. (See inside for full article)

JOIN US  
**MAY 5<sup>TH</sup>**

as we celebrate our annual  
**Executive of the Year and  
Elite Sales & Marketing Awards**



# CALENDAR OF EVENTS

- |                                                                                                                |                                       |
|----------------------------------------------------------------------------------------------------------------|---------------------------------------|
| <b>March Monthly Dinner</b><br>Buffalo Niagara Marriott                                                        | <b>Monday, March 28</b><br>5:00 p.m.  |
| <b>April Virtual Seminar</b><br>Zoom                                                                           | <b>Tuesday, April 5</b><br>12:00 p.m. |
| <b>April Dinner Meeting</b><br>Seneca Niagara Resort & Casino                                                  | <b>Monday, April 25</b><br>5:00 p.m.  |
| <b>2022 Executive of the Year &amp; Elite Sales &amp; Marketing Awards Gala</b><br>Salvatore's Italian Gardens | <b>Thursday, May 5</b><br>5:00 p.m.   |
| <b>May Dinner Meeting Annual Installation</b><br>Park Country Club                                             | <b>Tuesday, May 24</b><br>5:00 p.m.   |
| <b>27th Annual Golf Outing</b><br>Diamond Hawk<br>To benefit Junior Achievement of WNY                         | <b>Friday, June 10</b><br>9:30 a.m.   |

Plus Breakfast with BNSME virtual networking on the 3rd Wednesday each month!

# 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

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

- |                                                       |                                     |
|-------------------------------------------------------|-------------------------------------|
| Lindsay Amico, Picture Perfect Mind                   | Greg Hennessey, Marketing Tech      |
| Mike Cardus, Roswell Park Comprehensive Cancer Center | Sarah Heximer, True Colors Strategy |
| Lisa Ettipio, DaVita Kidney Care                      | Amanda Recio, Hilbert 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, Jill Pawlik Strategic Marketing | Joe Lojaco, Valmark Associates LLC   Vicar Industries LLC |
| Kyle Aronica, Employer Services Corporation  | Laurie Mahoney, Junior Achievement of WNY                 |
| Lisa Ettipio, DaVita Kidney Care             | 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) | Paul Chisholm, Insurance Associates Marketplace |
| Matt Carlucci, Buffalo Lodging Associates, LLC            | Michael Donovan                                 |
|                                                           | Michaela Lajoie, Westin Buffalo                 |

## MEMBERSHIP

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

- |                                                                         |                                         |
|-------------------------------------------------------------------------|-----------------------------------------|
| Adam Guglielmi, Construction Exchange of Buffalo & WNY (vice president) | Rick Dean, R.W. Dean Growth Solutions   |
| Michael Belin, Nacre Consulting LLC                                     | Greg Hennessey, Marketing Tech          |
| Francine Brooks, FB Displays & Designs, Inc.                            | Steve Neuss, PCA Technology Group, Inc. |

## 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)          | Megan Davis, Welke Custom Brokers USA     |
| Tony Blasting, Northwestern Mutual             | Laurie Mahoney, Junior Achievement of WNY |
| Matt Carlucci, Buffalo Lodging Associates, LLC | 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         |
| Jennifer Georger, Sealing Devices         | Jennifer Puma, Allied Mechanical, Inc. |
| Bill Henecke, FB Displays & Designs, Inc. |                                        |

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# EXECUTIVE NEWS

## Message from the President

Dear Members,

As we slowly emerge from the semi-hibernation of this past winter combined with the seemingly unending stress of a global pandemic, I wanted to let you all know that our team at BNSME continues to work hard to provide our membership with valuable opportunities to connect, grow, network and develop professionally.



Our programs have continued without interruption and have adapted to every regulation, mandate and “new-normal” that was thrown at us.

I encourage everyone reading this message to visit our site and check out our event calendar. There are several awesome opportunities to network with us and upskill yourself and your team through our seminars.

While we are in the midst of the biggest employment upheaval in American history, remember that [www.BNSME.org](http://www.BNSME.org) also offers a list of sales and marketing jobs available in the NEWS area. Please submit your open jobs to us at [bnsme@bnsme.org](mailto:bnsme@bnsme.org) and check out the listings if you are looking to make a move yourself!

I have been proud to call myself the President of this esteemed organization and will continue to support all of your efforts in sales and marketing as we move forward into an exciting future!

Cheers,

**Matt Carlucci**  
Director of Sales  
Buffalo Lodging Associates, LLC



BUFFALO NIAGARA  
**Sales & Marketing Executives**

A Publication of the Buffalo Niagara  
Sales & Marketing Executives

**P.O. Box 1185, Orchard Park, NY 14127**  
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Matt welcomes new member Jake George from VSP Graphic Group



Matt with VP Membership, Adam Guglielmi, CONEX

# EXECUTIVE OF THE YEAR AND ELITE SALES & MARKETING AWARDS

Thursday, May 5 at Salvatore's Italian Gardens

Make your reservation for Thursday, May 5, 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 2022 Executive of the Year Award to Rhonda Frederick, president and chief executive officer for People Inc. Ms. Frederick will be honored in conjunction with the Elite Sales & Marketing Award recipients at Salvatore's Italian Gardens.

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. **Tickets available at [bnsme.org](http://bnsme.org).**



## DO YOU HAVE A SALES OR MARKETING STAR IN YOUR ORGANIZATION?

There is still time to recognize their efforts! To learn more about honoring your top achiever with our Elite Sales & Marketing Award, or to learn more about our great sponsorship opportunities, please contact [bnsme@bnsme.org](mailto:bnsme@bnsme.org).

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# GET TO KNOW RHONDA FREDERICK

## 1. WHAT IS YOUR FAVORITE RESTAURANT?

It's hard to pick just one, as there are so many. Giancarlos and The Left Bank are both excellent. I love brunch at The Black Sheep (especially in the summer on their patio) and This Little Pig.

## 2. WHAT IS YOUR FAVORITE BOOK?

Again, this is hard as there are so many. I am a huge fiction reader and I just loved A Man Called Ove. More recently, I really enjoyed The Four Winds by Kristin Hannah.

## 3. WHAT IS YOUR FAVORITE WINE?

I'm not a drinker!

## 4. HOW DO YOU SPEND YOUR FREE TIME?

I enjoy the theatre and concerts. I like to spin and during COVID, I got a Peloton.

## 5. WHERE HAVE YOU NEVER BEEN BUT WOULD LIKE TO TRAVEL TO?

I really want to go to Greece.

## 6. WHERE WERE YOU EDUCATED?

I have a Bachelor's degree in Social Work from Rochester Institute of Technology (RIT) and a Master's in Public Administration from Canisius College.

## 7. WHAT WAS YOUR DREAM JOB WHEN YOU WERE A CHILD?

I always wanted to be a social worker.

## 8. CAN YOU SHARE A SALES AND MARKETING BEST PRACTICE?

The individuals and families that we support, as well as our employees are our best marketing tools. When we provide exceptional services or a fantastic place to work, those accolades are priceless.

## 9. TELL US ABOUT A TIME YOU OVERCAME ADVERSITY. HAS THERE BEEN ANY BIGGER ADVERSITY THAN COVID-19?

The last two years have been an unbelievable challenge. I cannot say enough about our incredible staff. From our direct support professionals to our Nurses to our Facilities staff to our Emergency Management group, it has been an unprecedented team effort to ensure the health and safety of the hundreds of people we support. Our results were phenomenal, and I couldn't be more proud of People Inc.

Article continued...People Inc. is the region's largest human service provider and employs nearly 4,000 staffers taking care of 5,000 people with special needs over 200 locations. Due to Rhonda's knowledge and influence, the lives of the disabled and their families have been improved throughout the State of New York.



New Corporate members Alex Schreiber and Jennifer Puma from Allied Mechanical

## SEPTEMBER 27 DINNER AT THE WESTIN BUFFALO

# CEO ROUNDTABLE



CEO panelist Rohan Shah from Classavo with Casey Sporyz, Enterprise Holdings and BNSME members Kyle Aronica, ESC and Mary Oshei, Shea's



CEO panelist Marty Griffith, CNB Bank



CEO panelist Dr. Irfan Khan, Circuit Clinical



BNSME president Matt Carlucci welcomes new member Megan Davis from Welke Custom Brokers



CEO Panelists respond to questions from our moderator Ed Drantch, WKBW Channel 7

# WHAT'S BEEN HAPPENING



Our evening started with a tour of Platter's Chocolates. (L-R) Jessica Knack, Pat Herberger, Carolyn Powell, Liz Miller, Jennifer Georger, Jennifer Szustakowski, Kathleen McCue

## OCTOBER 25 DINNER AT THE WURLITZER

# THINK OUTSIDE THE (IN)BOX



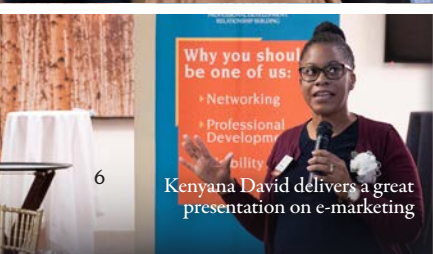
Steve Neuss and Jason Covelli from PCA Technology Group learn how chocolate is made



BNSME Board members Lindsey Zajac, Jeanne Hellert, Jennifer Szustakowski, and Lisa Ettipio



Lindsay Amico, Picture Perfect Mind with speaker and new member, Kenyana David, 81Eighteen / Medaille College



Kenyana David delivers a great presentation on e-marketing



Mike Even from Visit Buffalo Niagara with Jill Pawlik, Jill Pawlik Strategic Marketing

BNSME donated \$10k to Junior Achievement of WNY from proceeds received at the 2021 golf outing. From left to right Matt Carlucci, Golf Chair Eric Ensminger, Marketing Tech; Lisa Roy, Junior Achievement; Tony Blasting from Northwestern Mutual, our golf Title sponsor and Golf Co-Chair, Max Winterburn, DataSure 24.



**NOVEMBER 22 DINNER AT THE  
BUFFALO NIAGARA CONVENTION CENTER**



We recognized several new members including Sarah Heximer, owner of True Colors Strategy



New member Stephanie Cirringione from Complete Payroll talks about her company's services

# PROGRESSIVE NETWORKING



Everyone is preparing for Progressive Networking



Robert Grant from WNY Merchant Consulting shares information about his company during one of the Progressive Networking rotations

## AT OUR EVENTS



Austin Spite, Human Interest with Stephanie Cirringione, Complete Payroll; Ryan Fisher, Independent Health; Luke Hazelet, Vanner Insurance and Bob Hermann, Independent Health

JANUARY 24 AT 500 PEARL

# HOW TO MAKE NEW SALES BY LEVERAGING CLIENT SUCCESS STORIES



Mike Belin, Nacre Consulting with Rick Andrews, PremCom Corp and Pierre Aubertin, NOCO Energy



Eric Ensminger, Marketing Tech and Brad Lawson, Lume Strategies with our hosts Colleen Willis and Kelsey Rebmann from Ellicott Hotels/500 Pearl



Tom Roetzer from ACE Handyman Services with Matt Murphy, Aurora Imprints



Our event speaker, Michelle Terpstra, Sales Success Unplugged



Michelle led an engaging presentation with plenty of Q & A about using your client success stories to gain new business

# COMMITTEE UPDATES



## AWARDS GALA Jill Pawlik, Jill Pawlik Strategic Marketing

Thursday, May 5, 2022, marks the return of one of the Buffalo Niagara business community's favorite events -- the Executive of The Year Gala. Like many large gatherings, it has been suspended for two years due to COVID-19 and we are eager to celebrate again.

This year, we are pleased to honor Rhonda Frederick, President and CEO of People Inc., as our Executive of The Year. Ms. Frederick has become one of the most progressive leaders in New York State for creating impactful services for seniors, families and individuals with developmental disabilities.

The Gala is also the time of year when we recognize companies, teams and individuals who have done extraordinary work in the areas of sales, marketing or business development in 2021. Anyone can apply for the Elite Sales and Marketing Awards by completing the form at [www.bnsme.org](http://www.bnsme.org).

Please join us in celebrating Ms. Frederick and the other award winners! Sponsorships and tickets are available at [www.bnsme.org](http://www.bnsme.org).



## EDUCATION Jeanne Hellert, Executive Director, BNSME

The Education Committee is working on several important initiatives. First, we are promoting the Collegiate Sales & Marketing Award Scholarship which is given out to a deserving college senior, or graduate student, graduating in May 2022 in a sales, marketing, or business major. The \$500 scholarship is given out at the annual Awards Gala on May 5. If you know a talented student, please direct them to our website or contact [bnsme@bnsme.org](mailto:bnsme@bnsme.org) for the application.

Education is teaming with Junior Achievement of WNY to help with classroom volunteers and to spread the word about JA Inspire Virtual Career Exploration Fair happening now through August. JA Inspire Virtual offers middle and high school students the opportunity to learn about local high-growth industries and careers, and the education that is required. Businesses can sponsor a virtual booth. What a great way to promote your company and attract future employees! Want to learn more? Contact Lisa Roy at [lroy@jawny.org](mailto:lroy@jawny.org).

BNSME will also bring back our annual Student Day Program next Fall for local college students interested in a sales or marketing career. More details to come! If you would like to help our committee, please contact [bnsme@bnsme.org](mailto:bnsme@bnsme.org).



## GOLF Eric Ensminger, Marketing Tech & Max Winterburn, DataSure 24

For the twenty-seventh year, BNSME is teaming up with Junior Achievement of WNY for our annual golf outing, NEW this year – golf on Friday! We have moved our outing to Friday, June 10, 2022 at Diamond Hawk Golf Course. Plus we are starting a little earlier so you can get an earlier start to your weekend! Join us for brunch and then shotgun start at 11 a.m. Following golf, we will have an open bar, dinner, prizes and auctions. We are also bringing back our live auction!

Thank you to our sponsors: Title: Vision Financial Group, a Mass Mutual Company; Cart Sponsor: Delta Air Lines; Driving Sponsor: OnCore Golf; Dinner Sponsors: DataSure 24, Hodgson Russ LLP, Scheid Architectural; Dinner Gift Sponsor: FMV Tax Professionals; Design and Print Sponsor: Marketing Tech; Photography provided by Onion Studio.

We ask that you consider how you and your organization can become a part of this wonderful relationship between Junior Achievement and BNSME. We need sponsors, golfers, prize donations! If you are not a golfer, we invite you to volunteer or attend the dinner. **To learn more, contact our Golf Chairs at [eric@marketingtechnonline.com](mailto:eric@marketingtechnonline.com) or Max at [mwinterburn@datasure24.com](mailto:mwinterburn@datasure24.com).**



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# COMMITTEE UPDATES



## MARKETING COMMUNICATIONS

Jennifer Szustakowski

What an amazing two years! Our marketing efforts continue to evolve every month, so proud to be part of this great organization. While we have been elevating our digital marketing tactics for a while now we continue to evolve and try new things. Progress only happens when great minds come together and I want to thank the “marketing magicians” on the MarCom committee. While the committee has only been in place for five months we are brainstorming and exploring new ideas together. Thank you Jenn, Jenn, Bill, and Greg.

I hope our BNSME members are enjoying our upgraded and mobile friendly website, the BNSME Buzz digital e-newsletter, and our stronger presence on our social platforms. As you can see we have not forgotten about our tried and true Executive News Magazine, which I hope is just another marketing piece that benefits our members.

We still have more work to do and cool upgrades coming down the line. Stay tuned! It is a privilege to be a BNSME member and a great honor to be a board member. Thank you to the board for all your support and kindness.

Want to join our magical group? We are looking for one or two digital focused marketers to round out our team. **Send me an email at [MarCom@bnsme.org](mailto:MarCom@bnsme.org)**



## MEMBERSHIP

Adam Guglielmi, Construction Exchange of Buffalo & WNY

Finding Ways to Engage Western NY Professionals and Business Owners with BNSME Business Development, Sales & Marketing Tools and Resources.

BNSME would not exist without our valued members and member companies that support our events, seminars and each other.

Taking care of our members has been and is the most important thing to us since our inception in 1942.

Our Membership Committee ensures that we always have a process behind everything we do in making sure our members stay informed, knowledgeable, and connected.

Our mission is to consistently improve professionalism in sales and marketing thereby improving the growth of our Buffalo and WNY area businesses.

Join our committee to help further this mission! Connect with our great committee members that serve as valuable resources to each other, connect as member mentors to our new incoming members and help us find best ways to engage all our members!

I look forward to seeing you soon!



## PROGRAMMING

Lindsey Zajac, Ahern, Murphy & Associates

This has been an exciting and action-packed year for programming. Our committee has been hard at work securing venues, finding dynamic speakers, and delivering the finest professional development for Sales and Marketing professionals possible. We have facilitated a wide range of programming events, including casual networking, informative dinners, virtual seminars, progressive networking, a panel discussion, and a holiday party with an exquisite view!

Our speakers covered a broad range of topics including how to address diverse communities in our sales & marketing efforts, how to think outside the (In) Box and improve your email marketing, the keys to networking, building a personal brand, and social selling in today's environment, how to confidently make new sales through client success stories, and my personal favorite, how to navigate avoidance, procrastination, and overwhelm. I mean, who can't relate to that!

We are finishing strong with virtual seminars and dinners in both March and April. May will consist of the wonderful Executive of the Year event and then the Board installation dinner. I look forward to seeing you at our upcoming events. If you or anyone you know is interested in being a speaker or joining our committee, **please don't hesitate to reach out to me. [lindsey@ahernmurphy.com](mailto:lindsey@ahernmurphy.com)**



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# WELCOME NEW MEMBERS



**Rick Andrews**  
PremCom Corporation



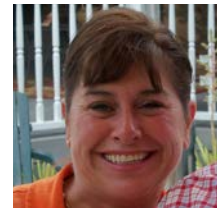
**Stephanie Cirringione**  
Complete Payroll



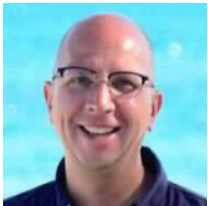
**Lee Crewson**  
Peak Development  
Partners



**Kenyana David**  
Medaille College



**Missy Doctor**  
Buffalo Niagara Marriott



**Greg Eastmer**  
CP Staffing, Inc.



**Kelly Fox**  
Ellicott Hotels



**Jennifer Georger**  
Sealing Devices



**Samer Hanash**  
Haus Capital Corporation



**Luke Hazelet**  
Vanner Insurance



**Robert Hermann**  
Independent Health



**Sarah Heximer**  
True Colors Strategy



**Anthony Hussak**  
Start Imaging Birds, LLC



**Brad Lawson**  
Lume Strategies,  
A Aleron Company



**Liz Miller**  
Sealing Devices



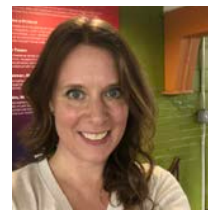
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**Dianne Pace**  
Buffalo Niagara Marriott



**Adam Paul**  
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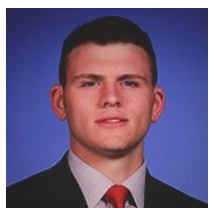
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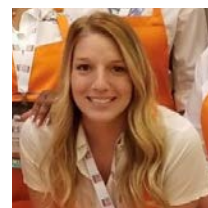
**Alex Schwaeber**  
Allied Mechanical, Inc.



**Austin Spite**  
Human Interest



**Samantha Willhauck**  
MassMutual New York State



**Colleen Willis**  
Ellicott Development/  
500 Pearl



**Daniel Wolfe**  
Employer Services  
Corporation

# BUILDING TRUST THROUGH 360 LISTENING

## March 28 Dinner at the Buffalo Niagara Marriott



Building Trust Through 360 Listening presented by Jessica Schimert, Organizational Development Consultant and Coach

Trust is the foundation of all successful relationships whether at work or at play. 360 listening happens when you are not only listening to what a person is saying but how they are saying it - and what they are NOT saying. Join us for an interactive workshop to enhance your listening skills, deepen trust and ultimately build mutually beneficial relationships with your clients, peers, direct reports, and loved ones.

In this interactive workshop, you will understand the connection between trust and listening. You will explore ways to make time and space for listening plus the strategies for showing and proving that you are listening.



# PROGRESSIVE NETWORKING DINNER

## April 25 at the Seneca Niagara Resort & Casino

Everyone enjoys our Progressive Networking dinner but not everyone was able to join us in November, so we are bringing back one of our favorite events again this Spring! Each attendee will be assigned three different tables for the salad course, entrée and dessert. You will have the opportunity to promote your business during each course and make lots of connections. Each round will feature facilitated conversations about sales and marketing so you can get the most out of your networking experience. Be sure to bring extra business cards and fun promotional items to share!



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 OUTING**

**FRIDAY  
 JUNE 10, 2022  
 AT DIAMOND HAWK GOLF COURSE**



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**10:00 AM BRUNCH**  
**11:00 AM SHOTGUN  
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