

EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES



GOLF OUTING

JOIN US ON JUNE 10TH

as we celebrate the 27th Anniversary of our Annual Golf Outing in partnership with Junior Achievement of WNY



CALENDAR OF EVENTS

**May Dinner Meeting
Annual Installation** **May 24**
Park Country Club 5:00 p.m.

27th Annual Golf Outing **June 10**
Diamond Hawk 9:30 a.m.
to benefit Junior Achievement of WNY
Title Sponsor: Vision Financial Group, a MassMutual Firm

Fall 2022 Dinner Meetings:

CEO Roundtable **September 26**

October Dinner **October 24**

November Dinner **November 21**

Plus Breakfast with BNSME virtual networking on the 3rd Wednesday each month @ 8:30 AM



FAMILY OWNED
INSURANCE
PARTNER IN WNY

Providing the right coverage at the right price

**GIVING YOU THE RIGHT
COVERAGE AT THE RIGHT PRICE.**

www.iamagency.com
(716) 875-6944



VISIT US AT PCATG.COM TO LEARN MORE.

The right-sized IT you need.

MANAGED SERVICES | OUTSOURCED IT | CYBERSECURITY
CLOUD COMPUTING | SOFTWARE DEVELOPMENT | VOIP

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 Collegiate Sales & Marketing Award.

Lindsay Amico, Picture Perfect Mind
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, LLC (chair)
Kyle Aronica, Employer Services Corporation
Lisa Ettipio, DaVita Kidney Care
Mike Even, Visit Buffalo Niagara
Joe Lojacono, Valmark Associates LLC | Vicar Industries LLC
Laurie Mahoney, Junior Achievement of WNY
Shelley Rohauer, Buffalo Business First

PROGRAMMING

The Programming Committee plans our monthly meetings and seminars.

Lindsey Zajac, Ahern Murphy & Associates (vice president)
Matt Carlucci, Buffalo Lodging Associates, LLC
Paul Chisholm, Insurance Associates Marketplace
Michael Donovan
Kelly Fox, Ellicott Hotels
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)
Michael Belin, Nacre Consulting LLC
Francine Brooks, FB Displays & Designs, Inc.
Rick Dean, R.W. Dean Growth Solutions
Greg Hennessey, Marketing Tech
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)
Max Winterburn, DataSure24 (co-chair)
Katie Babcock, Junior Achievement of WNY
Tony Blasting, Northwestern Mutual
Matt Carlucci, Buffalo Lodging Associates, LLC
Mike Cipolla, 716 Realty Group WNY
Jason Covelli, PCA Technology Group, Inc.
Steve Coulton, OnCore Golf
Megan Davis, Welke Custom Brokers USA
Laurie Mahoney, Junior Achievement of WNY
Lisa Roy, Junior Achievement of WNY
Bob Waters, PCA Technology Group, Inc.
Nick Walker, NOCO

MARKETING COMMUNICATIONS

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

Jennifer Szustakowski, (vice president)
Katie Babcock, Junior Achievement of WNY
Jennifer Georger, Sealing Devices
Bill Henecke, FB Displays & Designs, Inc.
Greg Hennessey, Marketing Tech
Jennifer Puma, Allied Mechanical, Inc.

EXECUTIVE NEWS

Message from the President

Dear Members,

First of all, I want to thank the 2021-2022 BNSME Board of Directors for their hard work and dedication to Western NY's oldest sales and marketing organization. I am in awe of the commitment that each and every one of them has made toward making this community stronger, more informed, and more connected.

I am proud to turn "the gavel" over to my friend and colleague, Lindsey Zajac. She will undoubtedly lead with grace and wisdom.

I would also like to give special thanks, once again, to our Executive Director, Jeanne Hellert. Jeanne is the gold standard for leadership in professional organizations like BNSME. Everything you see, hear, eat, drink, read, and take with you from a BNSME event has some piece of Jeanne in it. We are lucky to have her as part of the WNY business community and our organization.

As this is my last written communication to the BNSME membership, I want to make sure that I am on the record with my thoughts about the Western NY Community.

Buffalo is my home. I have lived my entire life as a Buffalonian. I end emails with "Go Bills". I go to The Broadway Market at Easter. I wear shorts in November. I can pronounce Scajaquada. I only dip my wings in blue cheese. I also know who Mary Talbert was. I know about The Niagara Movement which led to the modern day NAACP. I know about John Young. I know about Juneteenth. I know that Buffalo's history is Black history.

I still have a lot to learn.

I can never expect to fully understand the way it must feel to be a person of color in America right now. I've never had to have "the talk". I don't know how it feels to be hated, judged, and condemned because of the color of my skin.

My heart breaks for Buffalo this week. I've cried my share of tears and shouted my share of curses. How is this type of hate still a thing? How does anyone believe that the world could ever be better without someone in it because they look different? It's so hard to grieve without understanding why.

It's no longer okay just to "talk proud" about Buffalo. We need to actively protect the community and culture that built Buffalo. African American culture deserves protection, respect, and celebration in every community around Western NY.

I challenge each of you reading this to do something to educate yourself on Black History, then tell someone what you learned. Encourage your colleagues and family to do the same. I challenge you to publicly condemn racism and speak out against hateful rhetoric. Tell everyone who will listen that **YOU DO NOT ACCEPT** anything other than tolerance, respect, and love. Support minority owned businesses. Contact me if you need a list.

I wish all the victims, their families, their friends, the survivors, and any heart touched by this tragedy peace, prosperity, clarity, and wisdom.

I love and appreciate you all,



Matt Carlucci Director of Sales
Buffalo Lodging Associates, LLC



Matt with awards gala chair, Jill Pawlik of Jill Pawlik Strategic Marketing



BUFFALO NIAGARA
Sales & Marketing Executives

A Publication of the Buffalo Niagara
Sales & Marketing Executives

P.O. Box 1185, Orchard Park, NY 14127
bnsme.org | 716.662.2279



TABLE OF CONTENTS

On the Cover: Join us June 10th at Diamond Hawk Golf Course for the 27th Annual Golf Outing to benefit Junior Achievement of WNY.

Page 2	Calendar of Events/ BNSME Committees
Page 3	President's Message
Page 4	27th Annual Golf Outing
Page 6	BNSME Happenings
Page 10	Spotlight on Membership
Page 11	Meet Our New Board of Directors

27TH ANNUAL GOLF OUTING TO BENEFIT JUNIOR ACHIEVEMENT OF WNY Friday, June 10th at Diamond Hawk Golf Course



For the twenty-seventh year, BNSME is teaming up with Junior Achievement of WNY for our annual golf outing on Friday, June 10, 2022 at Diamond Hawk Golf Course. Join us as we enjoy a day of golf, great food, raffles and prizes!

Our committee, headed by Eric Ensminger, Marketing Tech and Max Winterburn, DataSure24, has been planning for months to create a terrific experience for our golfers and sponsors both on and off the course. Join us for golf or just dinner – you will have a great time!

New this year! We moved from our usual Monday outing to Friday! So we can all enjoy a long weekend, we are starting an hour earlier with brunch provided by Chick-Fil-A (Walden Ave-Cheektowaga).

We welcome several new sponsors including our Title Sponsor: Vision Financial Group, a MassMutual Firm.



We need your help with donations! We will once again offer pre-sale online tickets for many of our Basket Auction prizes. This is a wonderful way for everyone in the WNY community to participate. Please help us spread the word and 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 beneficial relationship that has developed between JA and BNSME.

Visit bnsme.org to register!

WE ARE SO GRATEFUL TO OUR GOLF SPONSORS

TITLE:



CART: DELTA



COCKTAIL: premcom

DRIVING: OnCore GOLF

BRUNCH: Chick-fil-A
Walden Ave - Cheektowaga

DINNER: 716 REALTY GROUP WNY

DS24 DataSure Twenty Four

Hodgson Russ LLP ATTORNEYS

tpca TECHNOLOGY GROUP
THE POWER OF LISTENING

SCHEID ARCHITECTURAL

DINNER GIFT: fmv TAX PROFESSIONALS

PRINT & DESIGN: Marketing Tech
YOUR MARKETING TASK FORCE

PHOTOGRAPHY: onionstudio
composing the vision

A Message From Laurie Mahoney

President of Junior Achievement of Western New York



Twelve years ago, when I came to Junior Achievement of WNY, I was introduced to the Buffalo Niagara Sales & Marketing Executives group. The partnership between JAWNY & BNSME, that supported the annual golf tournament, had existed for a long time and was a “well-oiled machine”. Not being particularly well-versed in running a golf tournament, I was grateful for this existing partnership and BNSME’s commitment to JAWNY.

While the golf tournament was the catalyst for our partnership, over the years, our organizations have become more closely entwined. Today, Lisa Roy, JAWNY Sr. Development Manager, sits on the BNSME’s Board of Directors. Many BNSME members now volunteer their time delivering JA Learning Experiences throughout schools in our communities. When I think about the many organizations JAWNY is and has been associated with, our relationship with BNSME stands out as a partnership that is truly mutually beneficial to both organizations, as well as the communities we work and live in.

As I prepare to retire from JAWNY at the end of June, I do not plan to retire from BNSME. I tell everyone that BNSME is an exceptional group with excellent programming and committed members, who have become friends.



Laurie (left) with long time friend and golf volunteer Jane Warfiled



Laurie with Jim Gannon, Scheid Architectural, the late (great) Dan Floyd and Peter Ronca of DataSure24

HELPING BRIGHT FUTURES
TAKE OFF.
Proud to support Junior Achievement of Western New York.



KEEP CLIMBING
DELTA

Run
with
RPM
Payroll



Phil Mule' 716-277-0504

2022 ELITE SALES & MARKETING AWARD HONOREES



Matt Anderson
Monofrax



Tom Bull
West Herr



Eric Ensminger
Marketing Tech



Sara Evans
MidCity Office Furniture



Kristie Gerace
Construction Exchange of
Buffalo & WNY



Lisa Hawayek
Buffalo Business First



Michaela LaJoie
Westin Buffalo



Sally Luczak
Buffalo Business First



Courtney Perez
Towne Automotive Group
Orchard Park Leasing



Jerry Rott
Buffalo Business First



Lisa Roy
Junior Achievement
of WNY



Steve Sommers
MidCity Office Furniture



Alyssa Sumers
Osteria 166 | Occasions by O



Jennifer Szustakowski
BNSME



Bill Vogel
West Herr



Nick Walker
Shanor Electric,
a division of NOCO



Valerie Weber
Monofrax



Emily Wilk
University at Buffalo
2022 Collegiate Sales & Marketing
Scholarship Award Recipient





Kyle Aronica, Employer Services Corporation; Shelley Rohauer, Buffalo Business First; Laurie Mahoney, Junior Achievement of WNY; Jeanne Hellert, BNSME



Fran Vaughan, FMV Tax Professionals with Lisa Ettipio, DaVita Kidney Care



Matt and Jill congratulating the Senior Account Executives from Buffalo Business First: Lisa Hawayek, Sally Luczak, Jerry Rott



Maryalice Demler, news anchor from WGRZ-TV Channel 2 has a fireside chat with our 2022 Executive of the Year, Rhonda Frederick, President and CEO of People Inc.

MAY 5 EXECUTIVE OF THE YEAR AND ELITE SALES & MARKETING AWARDS AT SALVATORE'S



Jill Pawlik, with Collegiate Scholarship recipient, Emily Wilk of the University at Buffalo

Our Presenting Sponsor, Scott Bieler, President and CEO of West Herr Automotive Group with Executive of the Year Rhonda Frederick of People Inc.

Greg Hennessey of Marketing Tech with ESMA recipient Michaela LaJoie, Westin Buffalo



Matt and Jill with ESMA honoree, Lisa Roy from Junior Achievement of WNY



ESMA recipient Eric Ensminger from Marketing Tech with Lindsey Zajac of Ahern, Murphy & Associates



Prepare for your financial future.

We take the vision you have for the future and make it our focus. With experienced professionals in financial planning and insurance solutions, Vision Financial Group provides a roadmap to your financially secure future.

See your future, with Vision Financial Group.

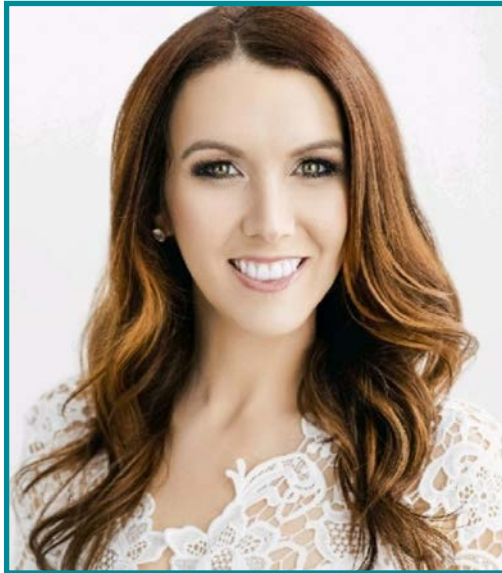
(716) 852-1321
www.vfgnys.com



**VISION
FINANCIAL
GROUP**

Annual Installation Dinner and Conversation With Kate Glaser, Hope Rises

May 24 at Park Country Club



We will be meeting at the beautiful Park Country Club on Tuesday, May 24. Please join us as we thank Matt Carlucci, our outgoing president for a job well done and congratulate Lindsey Zajac, who will be installed as our 2022-2023 president.

At this event, we will have an inspirational conversation with Kate Glaser, Founder, Hope Rises Network.



Hope Rises is committed to igniting powerful change across the globe through hope-filled news every single day and powerful giveback projects that support our community and beyond.



Sponsors



Providing the tools to execute your marketing ideas under one roof.

Full-Service Print, Direct Mail, Graphic Design, and Web Development.



Call 761-332-4369 or visit marketingtechonline.com
to see how we can help you succeed.

Marketing Tech is a proud sponsor of the 2022 BNSME Golf Outing to support Junior Achievement of WNY.

MEMBER SPOTLIGHT

Adam Guglielmi VP of Membership, BNSME



Four years ago, I joined BNSME to maintain and cultivate relationships with professional services companies and contacts active in the Western NY construction industry.

Since then, my own professional development and role as Membership Director for Construction Exchange of Buffalo & WNY has been strengthened. BNSME membership has resulted in new and better programming/ events, exposure to the best practices and latest trends in sales, marketing and relationship building and increased membership/member engagement/retention.

In October 2020, I was fortunate to get further involved in BNSME as a Board Member and VP of Membership. Since then, we have seen 44 new members join BNSME with our group having 137 members total.

Our Executive of the Year/Elite Sales and Marketing Awards Gala was a great success for over 200 people joining us to highlight our “elite” award recipients in Western NY Sales and Marketing. We now look forward to our Annual Installation Dinner at The Park Country Club featuring Kate Glaser from Hope Rises as well as our annual golf outing to support Junior Achievement of WNY.

Let's take the great energy from these Spring events and use it to make worthwhile connections to build Western NY!

Adam Guglielmi, Membership Director
Construction Exchange of Buffalo & WNY
VP of Membership BNSME

WELCOME NEW MEMBERS



Michael Cipolla
716 Realty Group WNY



Joyce Curry
Embassy Suites



Pat Halt
Clarity Group of NY, Inc.



James LeCuyer
Sheridan Benefits, LLC



Amanda McNichol
716 Realty Group WNY



Chris Rice
500 Pearl



Jake Robbins
RubberForm Recycled Products, LLC



Samantha Robbins
RubberForm Recycled Products, LLC



Maria Schenk
Sheridan Benefits, LLC



David Sciuk
Brite Ideas Sales & Marketing



Sally Stier
Clarity Group of NY, Inc.



Nick Walker
NOCO



Robert Waters
PCA Technology Group



Brittany Zaccaria
M&T Bank

Call Us Today!
716-832-0138

MIDCITY
OFFICE FURNITURE

For a Better Day at the Office™

MEET THE 2022-2023 BOARD OF DIRECTORS



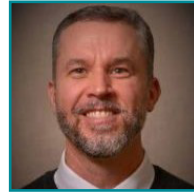
John Adams
FranNet of Buffalo
and WNY
Director



Lindsay Amico
Picture Perfect Mind
Director



Kyle Aronica
Employer Services
Corporation
Director



Pierre Aubertin
NOCO Energy
Director



Michael Belin
Nacre Consulting LLC
Director



Matt Carlucci
Buffalo Lodging
Associates, LLC
Immediate Past President



Megan Davis
Welke Customs Brokers USA
Director



Lisa Ettipio
DaVita Kidney Care
Director



Robert Grant
WNY Merchant
Consulting
Director



Adam Guglielmi
Construction Exchange
of Buffalo & WNY
VP Membership



Greg Hennessey
Marketing Tech
Director



Michaela LaJoie
The Westin Buffalo
VP Programming



Steve Neuss
PCA Technology Group, Inc
Director



Lisa Roy
Junior Achievement
of WNY
Director



Jennifer Szustakowski
Kids Escaping Drugs
VP Marketing
Communications



Fran Vaughan
FMV Tax Professionals
Treasurer



Max Winterburn
DataSure24
Chair Golf Outing



Lindsey Zajac
Ahern, Murphy &
Associates
President

A MESSAGE FROM OUR INCOMING PRESIDENT

Lindsey Zajac

Ahern, Murphy & Associates



As I look back on 2021, I am most proud of the dedication of our committee and board members who volunteer their time, effort, and energy to help execute

the mission of BNSME. We have proven that we can deliver the finest professional development and networking opportunities for Sales and Marketing professionals in Western NY. Without these committed individuals, the oldest Sales and Marketing based organization in the area would not exist.

While 2020 proved we were able to pivot and stay relevant to our membership with

high quality, virtual events, 2021 proved that we weren't afraid to blaze the trail in offering the return of high quality, in person events. I think I speak for all the board members when I say how excited and relieved we were to see how successful our return to in person events was. This success was the result of the continued interest of our members and guests. Our membership has remained steady despite a turbulent 2020 and 2021. Our members come from all industries and organizations of all sizes. We have salespeople, marketers, directors, managers, business owners, mothers, fathers, friends, husbands, wives, and even recent college grads.

The 2021-2022 programming year for BNSME has been action-packed. All of the committees have been hard at work finding unique venues, identifying

dynamic speakers, securing sponsorships, planning our first Executive of the Year event since March 2020, preparing for our annual golf tournament, and giving back to Junior Achievement. The programming committee offered a wide range of events to meet the needs of all our members.

I am humbled and honored to serve as the incoming President of this amazing organization beginning in May. I look forward to working closely with all the board members and supporting our committees to deliver another amazing year. As president, I am open to all feedback and suggestions to help make BNSME as successful as possible.



80TH
BUFFALO NIAGARA
Sales & Marketing
Executives

P.O. Box 1185
Orchard Park, NY 14127

PRSR STD
U.S. POSTAGE
PAID
BUFFALO, NY
PERMIT NO.
558



27TH ANNUAL

GOLF OUTING



FRIDAY
JUNE 10, 2022
AT DIAMOND HAWK GOLF COURSE



SCAN TO
REGISTER

9:30 AM REGISTRATION
10:00 AM BRUNCH
11:00 AM SHOTGUN
(SCRAMBLE FORMAT)
4:00 PM COCKTAILS, DINNER,
LIVE & TICKET AUCTIONS



BUFFALO NIAGARA
Sales & Marketing
Executives

Buffalo Niagara Sales & Marketing Executives
is partnering with Junior Achievement of WNY



Junior
Achievement®
of Western New York

Inspiring Tomorrows™

The Pathways approach to student education and engagement in **financial literacy, entrepreneurship and career and work readiness** positions Junior Achievement as a key strategic partner and solutions provider. As a strong partner with schools and business, JA will provide students with competencies that are critical to succeed in an increasingly complex and competitive world.

Visit **Jawny.org**

**TITLE
SPONSOR**



VISION
FINANCIAL
GROUP

a MassMutual firm