

# EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES

## CEO Roundtable

Businesses Choosing Buffalo for Growth



**Jack Greco**  
Cupule Ventures, LLC



**Nick Kosinski**  
Odoo



**Dr. Marnie LaVigne**  
Launch NY



**David Nasca**  
Evans Bank N.A.



Monday, September 26<sup>th</sup> | The Westin Buffalo



# CALENDAR OF EVENTS

<b>September Monthly Meeting CEO Roundtable</b> The Westin Buffalo	<b>Monday, Sept 26</b> 5:00 p.m.
<b>October Lunch Seminar</b> Featuring Mike Davern, incept	<b>Friday, Oct 14</b> 11:30 a.m.
<b>October Monthly Meeting</b> Explore & More Children's Museum	<b>Monday, Oct 24</b> 5:30 p.m.
<b>November Virtual Seminar</b> featuring Nermine Zakhary, Strengths-Edge	<b>Thursday, Nov 10</b> 12:00 p.m.
<b>November Monthly Meeting Progressive Networking Dinner</b> Embassy Suites	<b>Monday, Nov 21</b> 5:00 p.m.
<b>January Monthly Meeting</b> to be announced	<b>Monday, Jan 23</b> 5:00 p.m.
<b>February Monthly Meeting</b> to be announced	<b>Monday, Feb 27</b> 5:00 p.m.
<b>March Monthly Meeting</b> to be announced	<b>Monday, Mar 27</b> 5:00 p.m.
<b>April Monthly Meeting 2023 Executive of the Year &amp; Elite Sales &amp; Marketing Awards Gala</b>	<b>Monday, Apr 24</b> 5:00 p.m.
<b>May Monthly Meeting Annual Installation Dinner</b>	<b>Monday, May 22</b> 5:00 p.m.
<b>28th Annual Golf Outing Diamond Hawk to benefit Junior Achievement of WNY</b> Title Sponsor: Vision Financial Group	<b>Friday, June 9</b> 9:30 a.m. – 6:00 p.m.

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

**Save the Date!**  
BNSME POST-HOLIDAY  
*Happy Hour*  
Lobby Bar @ Seneca One **Friday, January 13th**  
4:30 p.m.

## 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	
<i>The Education committee works with area colleges for speakers, Student Day program and Collegiate Sales &amp; Marketing Award.</i>	
Lindsay Amico, Picture Perfect Mind (vice president)	Amanda Recio, Hilbert College Lisa Roy, Junior Achievement of WNY
Lisa Ettipio, DaVita Kidney Care	
AWARDS GALA	
<i>The Awards Gala committee plans our annual signature event: the Executive of the Year and Elite Sales &amp; Marketing Awards gala.</i>	
Jill Pawlik, Jill Pawlik Strategic Marketing, LLC (chair)	Lisa Ettipio, DaVita Kidney Care Joe Lojacono, Valmark Associates LLC   Vicar Industries LLC
Kyle Aronica, Employer Services Corporation	Laurie Mahoney Shelley Rohauer, Buffalo Business First
PROGRAMMING	
<i>The Programming Committee plans our monthly meetings and seminars.</i>	
Michaela LaJoie, Westin Buffalo (vice president)	Carlisle Lipke, Dale Carnegie of Western NY
Matt Carlucci, Buffalo Lodging Associates, LLC	Erin Marra
Paul Chisholm, Insurance Associates Marketplace	Dan Wolfe, Employer Services Corporation
Kelly Fox, Ellicott Hotels	Lindsey Zajac, Ahern Murphy & Associates
Stephanie Kunkle, Complete Payroll	
MEMBERSHIP	
<i>The Membership Committee is responsible for recruitment and retention of our members.</i>	
Steve Neuss, PCA Technology Group, Inc. (vice president)	Rick Dean, RW Dean Growth Solutions
Michael Belin, Nacre Consulting LLC	Adam Guglielmi, FOS of CannonDesign
Francine Brooks, FB Displays & Designs, Inc.	Greg Hennessey, Marketing Tech
GOLF	
<i>The Golf committee plans our annual golf outing to support Junior Achievement of WNY.</i>	
Max Winterburn, DataSure24 (chair)	Jason Covelli, PCA Technology Group, Inc.
Eric Ensminger, Marketing Tech (co-chair)	Steve Coulton, OnCore Golf
Pierre Aubertin, NOCO	Megan Davis, Welke Custom Brokers USA
Katie Babcock, Junior Achievement of WNY	Laurie Mahoney
Tony Blasting, Northwestern Mutual	Lisa Roy, Junior Achievement of WNY
Matt Carlucci, Buffalo Lodging Associates, LLC	Matt Taylor, Embassy Suites
Mike Cipolla, 716 Realty Group WNY	Bob Waters, PCA Technology Group, Inc. Nick Walker, NOCO
MARKETING COMMUNICATIONS	
<i>The Marketing/ Communications committee manages all marketing and communications including advertising, branding, Executive News magazine, social media, roster and website.</i>	
Jennifer Szustakowski, (vice president) Kids Escaping Drugs	Kenyana David, Medaille College Jennifer Georger, Sealing Devices
Katie Babcock, Junior Achievement of WNY	Bill Henecke, FB Displays & Designs, Inc. Greg Hennessey, Marketing Tech

## EXECUTIVE NEWS Message from the President

Founded in 1942, BNSME is the largest organization of its kind in our region, and the only one dedicated to consistently improving professionalism in Sales and Marketing. This year marks a momentous time for us as we proudly celebrate our 80th anniversary. As such, it is a true honor and a privilege to serve as the President of such a long standing, reputable organization in WNY.



While we commend our rich history in WNY, like any successful organization we know that we must continually improve, change, and grow to add great value to our members and the professional community we serve. I'm very excited about the amazing work that the Board and our committees have been doing towards our 2022-2023 strategic goals. After a fun and productive Board retreat complete with teambuilding activities, I felt the Board members were better connected and motivated to think broadly about BNSME's future. I tasked each committee to come up with two strategic goals to work towards and they did not let me down.



Lindsey interviews Kate Glaser from Hope Rises at the May Installation Dinner

For the Programming Committee, we are transitioning a few of our traditional dinner meetings to a more unique program format, which includes an event at Explore and More on October 24th that is not to be missed. The Education committee has organized an amazing virtual BNSME student event on October 18th and 19th to provide career connections

and skill building for local college students. As a result of this event, they hope to enhance relationships with at least 30 staff members throughout WNY colleges and attract the next generation of Sales and Marketing professionals to BNSME. Our Membership committee is getting ready to launch an impactful survey to our members and prospective members to get a better pulse on how we can provide the most value and continue to improve. The Golf committee is looking to increase the number of golfers by 10% next year as well as increase our sponsorship total so we can continue to give back to Junior Achievement in a significant way.

As President, staying true to the BNSME charter is very important to me. Therefore, we will continue to provide a unique forum for business owners, executives and decision makers to network, share ideas, best practices and experiences. We will also continue to be the leader in continuing education for Sales and Marketing professionals at every level. Lastly, we will welcome all ideas and suggestions to improve our value proposition. I look forward to a great programming year ahead and I hope to see all of you at our robust line up of events starting with our Season Kickoff on September 13th and our CEO Roundtable on September 26th.

Cheers,

*Lindsey Zajac*

Lindsey Zajac Principal  
Ahern, Murphy & Associates



BUFFALO NIAGARA  
**Sales & Marketing Executives**

A Publication of the Buffalo Niagara Sales & Marketing Executives

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Join us Sept 26th for our annual CEO Roundtable. Thank you to our photographer, Dylan Buyskes of Onion Studio, and our meeting host, The Westin Buffalo.

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# CEO ROUNDTABLE: BUSINESSES CHOOSING BUFFALO FOR GROWTH

Monday, September 26

Always a must-attend event, our annual CEO Roundtable is the perfect kickoff to another great season of programming planned for BNSME. We will be talking with top executives who are doing business in Buffalo.

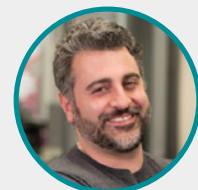
Join us at the Westin on September 26th to learn from our panelists about how they are expanding business opportunities and why high-growth companies are choosing to invest in WNY.

## MODERATOR



**Ed Drantch**  
Anchor  
WKBW Channel 7

## PANELISTS



**Jack Greco**  
Founder  
Cupule Ventures, LLC



**Nick Kosinski**  
Managing Director, US East  
Odoos



**Dr. Marnie LaVigne**  
President and CEO  
Launch NY



**David Nasca**  
President and CEO  
Evans Bank N.A.

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# Fall Monthly Events

## Monday, October 24 Explore & More!



We are excited to host our monthly meeting at Explore & More! Members and guests will be treated to tours, vendor displays, hands-on play and a keynote sales and marketing presentation in the Moving Waters exhibit by the Explore & More leadership team. This event includes a two-hour open bar with grab & go sandwiches plus additional goodies. Space is limited!



**KEYNOTE PRESENTATION BY:**  
Michelle Urbanczyk  
CEO, Explore & More

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khyman@jawnny.org

[www.jawnny.org](http://www.jawnny.org)



## LET'S DO LUNCH !!!

1840 MILLERSPORT HIGHWAY  
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Beginning September 12th  
Full Lunch Menu  
Soup & Salad Buffet

### Soup & Salad Buffet

Fresh made soups, Chopped Romaine, Salad mix, Fresh Fruit Salad  
A huge selection of ingredients, toppings & dressings  
Complemented with garlic breadsticks & fresh rolls



# WHAT'S BEEN HAPPENING AT OUR EVENTS

MARCH 28 MONTHLY MEETING AT BUFFALO NIAGARA MARRIOTT

## Building Trust Through 360 Listening



Doug Eberhardt, Lehigh Construction; Kyle Aronica, Employer Services Corp with our speaker Jessica Schimert and Adam Guglielmi, FOS of CannonDesign



Samantha Willhauck, Vision Financial Group with Megan Davis, Welke Customs Brokers USA



Bob Waters and Jason Covelli from PCA Technology Group



Rick Dean, RW Dean Growth Solutions; Kurt Amico, MidCity Office Furniture; Greg Hennessey, Marketing Tech and Dan Wolfe, Employer Services Corp



Jan Owczarczak, Employer Services Corp with Paul Chisholm, Insurance Associates Marketplace and Francine Brooks, FB Displays & Designs



Jessica Schimert, organizational development consultant and coach, explains 360 Listening

## MAY 24 INSTALLATION DINNER AT PARK COUNTRY CLUB Featuring Kate Glaser, founder of Hope Rises Network



We gathered at Park Country Club for a wonderful dinner, inspirational speakers and installation of the 2022-2023 Board of Directors



Congratulations to our 2022 - 2023 Board of Directors



Our 2021 - 2022 President Matt Carlucci installs 2022 - 2023 president Lindsey Zajac



Kate Glaser, founder of Hope Rises Network provided an inspirational keynote and conversation



Newly installed Director of the Board, Mike Belin from Nacre Consulting LLC



We welcomed new members Nick Walker, NOCO; Maria Schenk, Sheridan Benefits, LLC; Carlisle Lipke, Dale Carnegie of WNY; James LeCuyler, Sheridan Benefits, LLC and Pat Halt, Clarity Group of NY, Inc



Raz Hill, founder of Every Bottom Covered, speaks about her journey to create a diaper bank in Buffalo

JUNE 10 AT DIAMOND HAWK GOLF COURSE

## 27th Annual Golf Outing

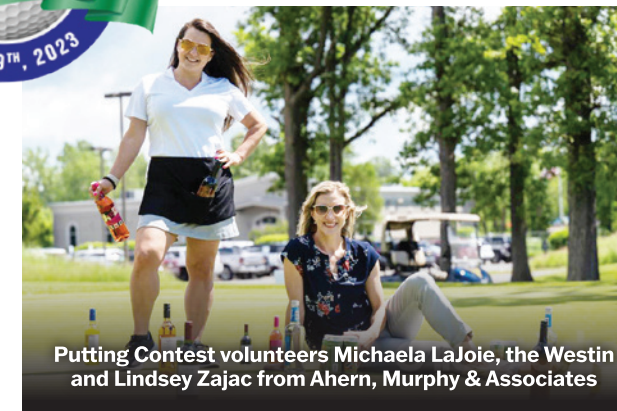
BNSME teamed up with Junior Achievement of WNY to host our annual golf outing at Diamond Hawk. We wish to thank our sponsors: Title: Vision Financial Group, A MassMutual Firm; Cart: Delta Air Lines and Lakelet Capital; Cocktail: PremCom; Driving: OnCore Golf; Brunch: Chick-Fil-A Walden Ave - Cheektowaga; Dinner Sponsors: 716 Realty Group, DataSure24, Hodgson Russ LLP, PCA Technology Group, Scheid Architectural; Gift Sponsor: FMV Tax Professionals and our Refreshment Sponsors: Labatt USA, Perry's Ice Cream and Tops Markets.

We truly appreciate everyone who contributed by golfing, sponsoring, volunteering, attending the dinner or donating to our basket and live auctions.

We are excited to announce that Vision Financial will return as our Title sponsor so be sure to mark your calendars for our 28th Annual Golf Outing on Friday, June 9, 2023!



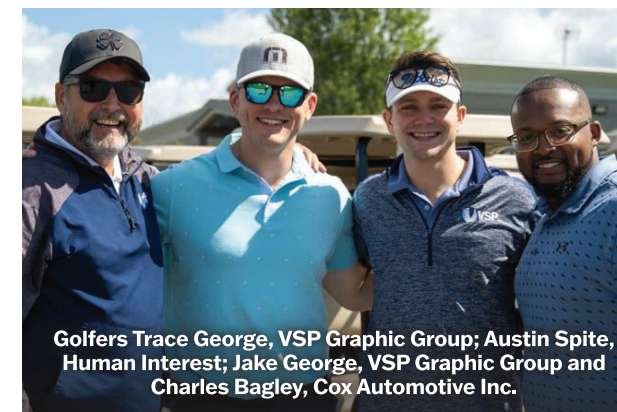
Steve Coulton from OnCore Golf wins a bottle of cheer at our Putting Contest



Putting Contest volunteers Michaela LaJoie, the Westin and Lindsey Zajac from Ahern, Murphy & Associates



Lisa Roy from JA displays an autographed Dawson Knox jersey for our Live Auction



Golfers Trace George, VSP Graphic Group; Austin Spite, Human Interest; Jake George, VSP Graphic Group and Charles Bagley, Cox Automotive Inc.



Thank you to our Title sponsor: Vision Financial Group!



Volunteers Jenn Szustakowski from Kids Escaping Drugs and Jill Pawlik, Jill Pawlik Strategic Marketing with golf chair Eric Ensminger, Marketing Tech



Katie Babcock from JA with Dylan Buyskes, Onion Studio



Ryan Fisher and Bob Hermann of Independent Health with Liz Miller (center) of Sealing Devices

# SPOTLIGHT ON EDUCATION

## STUDENT CAREER CONNECTIONS & SKILL BUILDING VIRTUAL EVENT

October 18th & 19th

Our Education committee has been working hard on a free, virtual two-day event for college and recently graduated students. This is a unique opportunity to learn from top marketing and sales executives in WNY. Students will also be invited to attend our meeting on October 24th.

You can help us by sharing the PDF flyer and link to anyone you know in the career or educational field, as well as college students. If you do share, please let Jeanne or Lindsay know for tracking purposes. We also need members to sponsor a student to attend our Oct 24th monthly event at Explore & More. If you can help, please contact [bnsme@bnsme.org](mailto:bnsme@bnsme.org).



**LINDSAY AMICO**

Owner,  
Picture Perfect Mind  
VP Education, BNSME

**LEARN MORE & REGISTER ONLINE:**



### Student Career Connections & Skill Building Virtual Event October 18-19th

Learn how to connect, build more confidence, and ask the tough questions as you navigate your career path. Unique, one time opportunity to connect and learn from top marketing and sales executives in the WNY area. Attend all the sessions or pick and choose!

**Tuesday, October 18, 2022**

11-11:45am  
Networking 101: How to Find Your People, Make New Connections and Overcome Social Anxiety

12-12:45pm  
Building Your Brand- How to Show Up In the Digital World

1-1:45pm  
How to Manage Stress in Five Minutes or Less and Increase Success

**Wednesday, October 19, 2022**

4-4:45pm  
Interview Dos and Don'ts

5-5:45pm  
How to Set Up Your LinkedIn for Success in Your Career

6-6:45pm  
Marketing Executives Panel Career Discussion & Q&A

Register and ask questions at...

[bnsme.org](http://bnsme.org)  
[bnsme@bnsme.org](mailto:bnsme@bnsme.org)

# Executive of the Year and Elite Sales & Marketing Awards

Monday, April 24, 2023

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 Dr. Satish K. Tripathi, president of the University at Buffalo. Dr. Tripathi will be presented with the 2023 Executive of the Year Award, in conjunction with the recipients of the Elite Sales & Marketing Award (ESMA) on Monday, April 23rd.



**Dr. Satish K. Tripathi,**  
President of the  
University at Buffalo



## 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, or to learn about our great sponsorship opportunities, please contact Awards chair: Jill Pawlik at [pawlikmarketing@gmail.com](mailto:pawlikmarketing@gmail.com)

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

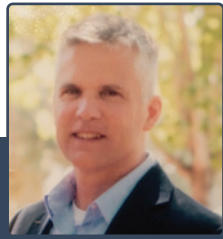
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## SPOTLIGHT ON MEMBERSHIP

### Membership Committee

**Committee Chair: VP of Membership, Steve Neuss**

**Committee Members:**

- **Mike Belin** (Nacre Consulting)
- **Francine Brooks** (FB Displays and Designs)
- **Rick Dean** (RW Dean Growth Solutions)
- **Adam Guglielmi** (FOS of CannonDesign)
- **Jeanne Hellert** (BNSME)
- **Greg Hennessey** (Marketing Tech)
- **Steve Neuss** (PCA Technology Group)

Membership Information



As a sales or marketing leader challenged to have a robust and reliable program with a winning team of professionals, BNSME has been a valuable forum to interact with other executives to share ideas, experiences, and best practices.

### Teaming with the right people gets you to the right places.

Whether you are a business owner, executive, professional, educator, or student, there are several program options that will help you improve in your profession. This past year I gained a lot from expert guest speakers, the CEO roundtable, and interactions at events – very practical and useful content that I have used to successfully improve my program at work.

Celebrating 80 years, BNSME is committed to ensuring members have a rich and rewarding experience.

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

Not a member? Consider joining and making one of the best investments in yourself and the company you work for. Already a member? Let's connect and have fun leveraging BNSME resources and events to excel. If you have questions, please contact me at sneuss@pcatg.com or 716.632.5881 x 318.

I look forward to seeing you soon!

Steve Neuss, Director of Sales, PCA Technology Group  
*VP of Membership BNSME*

## SPOTLIGHT ON MARCOM



**JENNIFER SZUSTAKOWSKI**

*Director of Community Partnerships & Marketing, Kids Escaping Drugs, VP, BNSME MarCom*

Seems like life has quickly returned to "busy". For many it always was, but for some we took a moment during the pandemic to re-prioritize and identify what is really important in this world.

I encourage you to be calculated as you move through this last quarter and position yourselves for 2023. Professionally and personally. Be realistic about time and priorities, ensure you are treating those around you well and with compassion. It is easy to get caught up in the "busy" and lose sight of

the goal. One of your many goals should always be you. Embrace your BNSME membership and use it as a tool to propel yourself to greatness. Learn everything you can, meet new people, make new connections, and take the next step to greatness. Make a note of who you are today so you can track your progress over the next year. Are you wiser, stronger, happier, friendlier?

Progress only happens when great minds come together and what better results than mixing a bunch of marketing and sales professionals together. The sky is the limit! Capitalize on that and reposition your mindset to growth, learning, and opportunities. There is so much you can get out of your BNSME membership,

but more importantly there is so much you can give back to the BNSME membership. What can you add to our community? A new lead for someone, a new product they didn't know would save them time, effort, or energy, a new friend, a new idea, a great motivating conversation? Refocusing our mindset on what we can do for others can change our lives.

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.

## Challenges in Marketing for 2023

demands are as high as ever before and they want fast, high-quality products and services.

### 3. Get the right team together

Nobody can do this alone. You need the right team, with the right expertise, and the right mindset. Bring together a combination of cross-departmental experts with a bright mix of junior and senior colleagues. Their individual strengths will flourish while combining their unique skills in teamwork. Winning is a joint effort.

### 4. Respect the trend of zero-party data

We are finding ourselves in a hyper-privacy-

focused world. Zero-party data will become essential to marketers to maintain trust in the digital ecosystem. Think about cookie depreciation, regulatory activism, GDPR / CPRA, data security...

### 5. Fight for the bigger cause

We all strive for something more, the bigger picture or a higher goal. Look for the why behind your brand, product, or service. Think about diversity, equity, and inclusion. Is this done right? Can you improve? What do you want to change?

### 1. Navigate price pressures and rising

We are all feeling it: inflation is hitting all-time record highs. Defend your marketing budget and handle the growing prices of your own products and services.

### 2. Provide best customer experience

Your customers expect a frictionless journey. Their

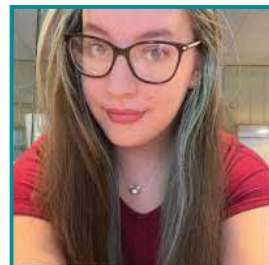
## WELCOME NEW MEMBERS



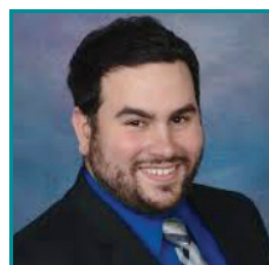
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**John Crawford**  
Junior Achievement of WNY



**Alexis Jolicoeur**  
Insurance Associates Marketplace



**Robert Junge**  
Robert Junge Farmers Insurance



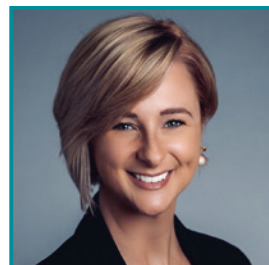
**Carlisle Lipke**  
Dale Carnegie of Western NY



**AmyRae Nessa**  
Construction Exchange of Buffalo & WNY, Inc



**Patrick Rost**  
Dopkins & Company, LLP



**Rebecca Ott**  
University at Buffalo School of Management

## Upcoming Virtual Seminar / November 10

### Boost your Game with Strengths Based Leadership

Making extraordinary things happen by focusing on the strengths and potential in yourself and your team.

"Whether you are taking charge in a boardroom, on a construction site, or even in your home, it is likely that you will find yourself leading at some point in your life" [Rath & Conchie (2008), Strengths Based Leadership].

And chances are, someone else on your team or in your family has precisely the skills you need – and they'd jump at the chance to put them to good use. Strengths-based leadership can help both of you to achieve your goals.

In our time together, we will discuss the reasons why to look at the strengths of the people on your

team! We'll consider the qualities of the most effective leaders and learn why followers follow the influential leaders in their lives, and the part the strengths-based mindset plays in the mix.

You'll leave with ideas for how to get started on your own personal and leadership strengths journey.



**NERMINE ZAKHARY**  
Founder and CEO, Strengths-Edge Coaching



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