

— SPRING 2023 —

EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES



2023

EXECUTIVE OF THE YEAR

**DR. SATISH
TRIPATHI**

President
University at Buffalo

JOIN US
APRIL 24TH

At the Powerhouse
Executive of the Year and
Elite Sales & Marketing Awards



CALENDAR OF EVENTS

April 13 BNSME @ Fan Appreciation Night **Thursday, April 13**
Buffalo Sabres Game v. Ottawa Senators 7:00 p.m.
 Special group rate at KeyBank Center

April Monthly Meeting **Monday, April 24**
2023 Executive of the Year 5:00 p.m.
& Elite Sales & Marketing Awards Gala
 The Powerhouse

Crafting Cocktails & Financial Plans **Monday, May 8**
 The Establishment 5:30 p.m. - 7:30 p.m.

May Monthly Meeting **Monday, May 22**
Annual Installation Dinner 5:00 p.m.

28th Annual Golf Outing **Friday, June 9**
 Diamond Hawk 9:30 a.m. - 6:00 p.m.
 To benefit Junior Achievement of WNY
 Title Sponsor: Vision Financial Group

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



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BNSME COMMITTEES

Joining a committee is the best way to make the most of your membership investment.

To learn more, contact Jeanne Hellert at bnsme@bnsme.org

EDUCATION

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

Lindsay Amico, Picture Perfect Mind (vice president)
 Amanda Recio, Hilbert College
 Lisa Ertipio, Tiverton Law PLLC
 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)
 Joe Lojacono, Valmark Associates LLC | Vicar Industries LLC
 Kyle Aronica, Employer Services Corporation
 Laurie Mahoney
 Lisa Ertipio, Tiverton Law PLLC
 Rebecca Mueller, UB School of Management
 Shelley Rohauer, Buffalo Business First

PROGRAMMING

The Programming Committee plans our monthly meetings and seminars.

Michaela LaJoie, Westin Buffalo (vice president)
 Erin Marra
 Matt Carlucci, Buffalo Lodging Associates, LLC
 Rebecca Mueller, UB School of Management
 Paul Chisholm, Insurance Associates Marketplace
 Dan Wolfe, Employer Services Corporation
 Stephanie Kunkle, Complete Payroll
 Lindsey Zajac, Career Partners International
 Carlisle Lipke, Dale Carnegie of Western NY
 Buffalo | Niagara

MEMBERSHIP

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

Steve Neuss, PCA Technology Group, Inc. (vice president)
 Adam Guglielmi, FOS of Cannon Design
 Michael Belin, Nacre Consulting LLC
 Greg Hennessey, Marketing Tech
 Francine Brooks, FB Displays & Designs, Inc.

GOLF

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

Max Winterburn, DataSure24 (chair)
 Jason Covelli, PCA Technology Group, Inc.
 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
 Bob Waters, PCA Technology Group, Inc.
 Mike Cipolla, 716 Realty Group WNY
 Steve Coulton, OnCore Golf

MARKETING COMMUNICATIONS

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

Jennifer Szustakowski, Nussbaumer & Clarke (vice president)
 Jennifer Georger, Sealing Devices
 Katie Babcock, Junior Achievement of WNY
 Bill Henecke, FB Displays & Designs, Inc.
 Kenyana David, Medaille College
 Greg Hennessey, Marketing Tech

EXECUTIVE NEWS

Message from the President

Dear Members,

I am truly proud and honored of all the hard work and efforts made by the BNSME Board, our committees and specifically, our committee chairs. While fortunate to serve as the President of BNSME, the amazing people on our committees make my job easy. Our programming year has been robust, thanks to Michaela LaJoie, and the hard work of the programming committee. We had a fun season kick-off at Hartmann's Brewing Company, a stellar line up of local leaders for our CEO roundtable, and a variety of impactful professional development and networking opportunities at the end of 2022.



We kicked off 2023 with a well-attended post-holiday networking event along with InfoTech and T.E.A.M. Network. This was followed by an informative and insightful presentation on Inclusive Sales and Marketing Strategies by Team Real Talk. One of my goals as President is to ensure that we are attracting new and diverse people to our events. I'm proud to say that we had 74 unique guests attend our events since September. Unique guests benefit our current members because it gives them the opportunity to network with new people and it benefits our guests because they get to experience the warmth, community, and all that BNSME has to offer. The increase in our corporate memberships is an encouraging sign that organizations continue to see the value of investing in quality professional development and networking opportunities. Another major goal as President was to increase our support of non-profits and give back to the community in a meaningful way. Michaela LaJoie and Jeanne Hellert really took this goal seriously and BNSME was able to collect significant donations for Every Bottom Covered, The Rural Outreach Center, and WNY Foster Closet.

I encourage everyone reading this message to visit our website (www.bnsme.org) and check out our action-packed event calendar. Upcoming events include a Sabres game on April 13th, the Executive of the Year (EOY) event on April 24th honoring Dr. Satish Tripathi, as well as our Golf Tournament benefiting Junior Achievement on June 9th. Thanks to Mike Belin, BNSME was able to secure Keith Rosen, a world class leadership and sales coach, to present to our members this fall. I am really looking forward to this virtual webinar and I encourage as many people as possible to attend. It is not often that we are able to secure a speaker as esteemed and successful as Keith Rosen.

As a reminder, BNSME Member benefits include:

- Free attendance to our monthly meetings and annual awards gala
- Free job postings on our website
- A member directory with contact information to aid in your networking.
- Access to premier professional development seminars
- Speaking and sponsorship opportunities
- Leadership opportunities on our committees or our Board of Directors

I am so proud to call myself the President of this well-respected organization and will continue to advocate for the best professional development and networking opportunities for sales and marketing professionals in WNY. My ask is to please attend our exciting, upcoming events and/or get involved in a committee. I have found that the more I put into BNSME, the more I get out of it. Please bring a guest, a colleague, or a friend. Even if you haven't been to an event in a while, we would love to see you and you will be pleased to see some of the new faces that make up BNSME. Thank you all for your continued support!

Cheers,

Lindsey Zajac

Lindsey Zajac Vice President Talent Solutions
Career Partners International Buffalo | Niagara



Lindsey with Kenya David, 81Eighteen; Jeanne Hellert, BNSME and Pat Herberger, LegalShield at the Junior Achievement Bowl-A-Thon



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**Sales & Marketing
Executives**

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EXECUTIVE OF THE YEAR AND ELITE SALES & MARKETING AWARDS

Monday, April 24 at The Powerhouse
by The Rich Entertainment Group

Make plans to celebrate all of the great work done by sales, marketing and business development professionals and honor an exceptional leader in our community on **Monday, April 24, 2023**, at the annual **Executive of The Year and Elite Sales and Marketing Awards Gala**. It's one of the Buffalo Niagara business community's favorite events -- dress up, meet new people, catch up with friends and former colleagues, and enjoy an incredible dining experience at The Powerhouse, hosted by The Rich Entertainment Group.

We are honored that **Dr. Satish Tripathi** has agreed to accept the **Executive of The Year Award** for his tireless stewardship of the University at Buffalo and many other significant regional endeavors. Through Dr. Tripathi's leadership, the University has become an economic powerhouse in Western New York. Attendees will hear how the UB2020 plan is going and other insights into the University's future. Learn more about Dr. Tripathi at buffalo.edu/president/biography.

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 with our Elite Sales and Marketing Awards. Please join us in celebrating Dr. Tripathi and the other award winners! Register now at bnsme.org/awards.



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Introducing the BNSME 2023 Executive of the Year

Dr. Satish K. Tripathi President – University at Buffalo



The University at Buffalo has a long history of distinguished presidents, going back to its founding in 1846. The current president, Dr. Satish K. Tripathi, the university's 15th, previously served as dean of the Bourns College of Engineering at the University of California-Riverside. He joined the UB community as provost and executive vice president for academic affairs in 2004, taking the reins as president in 2011. Under his leadership, the university has raised its profile significantly – locally, nationally, and internationally.

Dr. Tripathi led a strategic planning process for UB's international programs that resulted in a significant expansion of the university's international presence, including collaborative efforts with Amrita University in India, and growth in the partnership with the Singapore Institute of Management. Perhaps just as important, under Dr. Tripathi's leadership, UB has emerged as a significant player in the ongoing renaissance of the City of Buffalo and Western New York.

Dr. Tripathi created the vision for UB's goal of becoming one of the top 25 public research universities in the nation, a goal that has led to the hiring of additional faculty scholars throughout the university. And, with investments in infrastructure to support this growth, UB has embarked on at least six major building projects on its three campuses. In 2011 UB received a bequest from a medical school alumnus of \$40 million, the largest gift in UB's history, which was directed toward

hiring medical school faculty to support the growth of programs and research in strategic areas. With a gift of \$10 million from Jeremy Jacobs, the medical school - renamed the Jacobs School of Medicine and Biomedical Sciences – is now an important anchor on the growing Buffalo Medical Campus, the hub of the life sciences community in Buffalo, providing increased collaboration with area hospitals.

Under Dr. Tripathi's leadership, UB received designation as a New York State Center for Excellence in Materials Informatics, positioning UB at the forefront of the rapidly expanding field of advanced materials. And to accommodate the continued growth of its School of Engineering and Applied Sciences, Dr. Tripathi is moving ahead with plans to construct a new building for the school on the North Campus. (The effort took a major step forward last year when Governor Kathy Hochul announced funding for the \$102 million project in her State of the State address. The support is part of a broader initiative focusing on SUNY, including naming UB and Stony Brook University as flagships of the system.) This new academic building will foster innovative collaborations, new research, and robust entrepreneurial activities. The building will accommodate growth at the engineering school, which in the past 10 years has seen undergraduate student enrollment increase by 60%, and graduate student enrollment grow by 110%. The building is expected to help UB continue to attract a more diverse student body, which in turn will help diversify the STEM (science, technology, engineering, and math) workforce, including the more than 15,000 graduates who work in New York State.

A leader in the national higher education community, Dr. Tripathi serves on the College Football Playoff Board of Managers and chairs the Internet2 board of trustees. Previously, he was chair of the Mid-American Conference Council of Presidents as well as on the boards of the NCAA Division I and NCAA Board of Governors. In addition, he has served on the boards of the Association of American Universities, the Association of Public and Land-Grant Universities, the Council for Higher Education Accreditation, and as a member of the Reimagine NY Commission. Among his numerous community leadership roles, Dr. Tripathi was appointed the inaugural co-chair of the Western New York Regional Economic Development Council in 2011, a position he held until 2017.

A fellow of the Institute of Electrical and Electronics Engineers (IEEE) and the American Association for the Advancement of Science, he has published more than 200 scholarly papers, supervised more than 30 doctoral and postdoctoral students, and served on program committees of numerous international conferences.

Dr. Tripathi graduated at the top of his class from Banaras Hindu University (BHU). He holds a master's degree and a doctorate in computer science from the University of Toronto, as well as master's degree in statistics from the University of Alberta and BHU. He has received honorary doctorates from the Institute of Information Technology, Allahabad, and Brock University in Ontario, Canada. He was also honored with the 2009 Distinguished Alumnus Award from BHU.

Dr. Tripathi will be honored as 2023 Executive of the Year on April 24 at 5 PM. For tickets and more information, contact Jeanne Hellert at (716) 662-2279.

SEPTEMBER 27 CEO ROUNDTABLE AT THE WESTIN BUFFALO



BNSME donated \$11,200 to Junior Achievement of WNY from the 2022 Golf Outing. Pictured are Joseph DiLeo and Sam Terrezza from Vision Financial Group, our Title Sponsor with Lindsey Zajac, John Crawford and Lisa Roy from JA WNY and Eric Ensminger, 2022 Golf chair from Marketing Tech.



Samer Hanash, Haus Capital Corp greets Steve Neuss, PCA Technology Group



President Lindsey Zajac welcomes new members John Cordaro, CCtec Software; John Crawford, Junior Achievement of WNY; Patrick Rost, Dopkins & Co, LLP and Allen Wright, Keller Williams along with VP Membership Steve Neuss



Our CEO Roundtable panel Jack Greco, Nick Kasinski, moderator Ed Drantch, anchor, WKBW Channel 7, Marnie LaVigne, David Nasca



Megan Davis, Welke Customs Brokers with Britney McClain, Explore & More

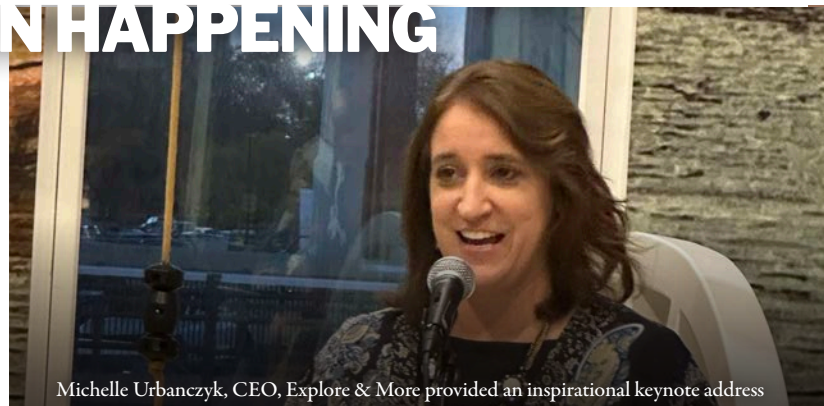


Maria Schenk and James LeCuyer from Sheridan Benefits

WHAT'S BEEN HAPPENING



Steve Neuss and Lindsey Zajac welcome new members Drew Brownson, NOCO and Rebecca Mueller, UB School of Management along with board director Mike Belin, Nacre Consulting



Michelle Urbanczyk, CEO, Explore & More provided an inspirational keynote address

OCTOBER 24 AT EXPLORE & MORE



Erin Marra with Lisa Stefanie, TripleTrack HR Partners and Samantha Willhauck, Vision Financial Group



New members Bill Henecke, FB Displays & Designs and Michelle Terpstra, Michelle Terpstra LLC



Lindsey Zajac with Nakia Cook, NC Accounting & Consulting Solutions; Ashley Bauer, Tronconi Segarra & Associates; Malkijah Griffiths, Team Real Talk; Vick Ghotra, Ghotra Real Estate

JANUARY 23 AT THE BUFFALO MARRIOTT HARBORCENTER



Sonya Tareke from Team Real Talk presented on Inclusive Sales & Marketing Strategies



Malkijah Griffiths from Team Real Talk presented on Inclusive Sales & Marketing Strategies



Sally Stier, Clarity Group; Fran Vaughan, FMV Tax Professionals and Pat Halt, Clarity Group



Mike Belin, Nacre Consulting welcomes new member Courtney Collins from Scheid Architectural along with Lindsey Zajac



Michaela Lajoie, Westin Buffalo; Lindsey Zajac and Michelle Terpstra, Michelle Terpstra LLC



Jim Gannon, Scheid Architectural and Adam Guglielmi, FOS of CannonDesign

AT OUR EVENTS



Nick Zielinski, Jake Robbins and Bill Robbins from RubberForm Recycled Products with Austin Spite from Human Interest



Phil Smith and CJ Maurer from The Gist presented on How CRMs Align Sales & Marketing Teams



Robert Grant, WNY Merchant Consulting with speaker CJ Maurer, The Gist



New members Jason Pearl, Nacre Consulting and Tim Shanahan, New Era Cap



Jill Pawlik, Jill Pawlik Strategic Marketing with Jennifer Georger, Sealing Devices

FEBRUARY 27 AT THE BUFFALO NIAGARA MARRIOTT

COMMITTEE SPOTLIGHTS



EDUCATION

**Lindsay Amico, Picture Perfect Mind
VP Education**

It's been a great first year as the VP of the Education Committee! This year we hosted a two-day virtual event for college students which featured topics such as "Networking 101", "Building Your Brand", and "Reducing Stress." This event also featured a panel of our members who gave advice on expanding your career in the field of marketing and business. We're in the process of developing deeper partnerships with leaders in the field of higher education, as well as cultivating connections with students so that we may continue to evolve as an organization. We're thrilled to be offering our annual scholarship and announcing the winner at the Executive of the Year dinner.

Lastly, if you have opportunities for internships for college students please let us know, so that we can share these opportunities with our students! Thank you!



PROGRAMMING

**Michaela LaJoie, Westin Buffalo
VP Programming**

This has been a busy and productive year for programming. Our committee has been hard at work lining up engaging speakers, securing venues and bringing personal and professional development opportunities to our members and guests. We have facilitated a wide range of programming events, including casual networking at some fun new venues, informative dinners, virtual seminars, progressive networking, a panel discussion and a holiday party.

Our speakers covered a broad range of topics including trends in digital marketing, how to use your CRM to align your sales and marketing teams, utilizing inclusive sales and marketing strategies, building self-awareness, how to avoid common marketing mistakes, and how to boost your game using strengths-based leadership. What a lineup!

We look forward to finishing out the season with some of our favorite events. We are hosting a BNSME friends and family night at a Buffalo Sabres game in April along with our Executive of the Year awards gala at the end of April. We have a fun and informative seminar on crafting cocktails and financial plans on the schedule and will close out May with our 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 reach out to me at mlajoie@delawarenorth.com.

HELP WANTED!

We are looking for volunteers to help with content creation for social media posts. If you are interested, please contact marcom@bnsme.org

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Inject PR into Your Company – Even Without a PR Department!

By Liam O'Mahony, MBA, APR



The value of having a public relations department (or even just one employee handling those duties) for smaller and mid-sized companies can be debated on several levels:

- How do we actually measure the impact of PR?
- Do we really need PR if we don't want media coverage?
- Can we calculate the ROI of the output for that department's salaries?
- Can the PR responsibilities really move the needle in complementing operational KPIs?

These are valid questions that owners and management have to consider when assessing how essential of a need is there to bring on PR staff. As a result of this ongoing dialogue about the significance of public relations to a company's business strategy and revenue goals, PR leaders often find themselves in a defensive position to justify their worth, contributions and correlation to the bottom line.

The back-and-forth argument about the importance of public relations to the overall business is not easily resolved, but for the purposes of this blog, let's examine how public relations strategies and tactics can be embedded into your company's regular agenda even if you officially have zero FTEs devoted to this function.

Perhaps a combination of marketing, sales, human resources or administration staff could collaborate to produce starter public relations tools to set the foundation. It is a reasonable avenue to embrace, maybe gradually at first, to take control of your brand, enhance awareness and generate community goodwill by being proactive and organized in your information distribution.

Additionally, content marketing and social media duties have expanded the job descriptions of public relations positions over the last decade. These truly are cross-disciplinary activities that can be performed by other employees on an interim, periodic or as-needed basis to fill in the gaps until PR support is added.

This option is not meant to devalue the skills and experiences of PR practitioners, but rather it is intended to illustrate a potential "makeshift" or transitional option. Could existing staff with versatile abilities and a little extra bandwidth from their core responsibilities also contribute to completing any number of basic PR projects? These efforts would be a great benefit in creating vital communications assets for the company as it matures toward creating a bona fide PR department or contracting with an outside agency.

While there might be some resistance due to normal workload or reluctance from lacking experience in this area, there is still merit in the exercise of vetting which communications collateral are priorities and how a team can come together to deliver the goods to develop a "PR library" for the company.

1. A traditional press kit should be created or updated to be at the ready for any media queries in print and electronic formats. The more high-level information you can provide quickly, the easier it is to engage with media members and build a rapport for future coverage with a prompt response and organization presentation. This can include a variety of materials, but generally it is helpful to have the following pieces:
 - Management biographies with head shots - brevity is key – keep them under 250 words)
 - Company history – one to two pages should suffice with a brief overview and chronology of significant milestones and achievements
 - FAQ – Approximately 10 common or expected questions and answers about the company's mission, operations, products, services and policies
 - Logo and photos of facilities, products and employee culture
2. Creating an online newsroom can be a great living, evolving resource for not just media looking to learn more about your company, but also for potential new customers, partners and vendors. If you have a newsroom, aim to have new entries several times a year, if not monthly. If your business doesn't generate media coverage and you can't compile news postings from staff, then it may not be worth maintaining the page.
3. If an online newsroom isn't practical, then creating a blog could be much more attainable and rewarding over the long-term. Having different voices from multiple departments can really showcase your own news, developments, best practices and thought leadership while portraying company culture.
4. If you have an online newsroom or blog, then you want to drive people there whenever you publish news and content. Thus, choosing the right social media channels for your business to connect with your target audiences is all you need to be concerned with. If it's three, two or just one social media platform, then that's the right answer to meet your needs and priorities with the internal resources to monitor and manage them effectively.

SPOTLIGHT ON MEMBERSHIP

Steve Neuss PCA Technology Group, Inc., VP Membership



Whether you are a business owner, executive, professional, educator, or student, there are several program options at BNSME that will help you succeed in your profession.

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 Buffalo and WNY area businesses.

As an executive responsible for having a growth-oriented sales and marketing program, my company's professionals participate as BNSME members. They interact with other executives to share ideas, experiences, and best practices and they gain practical and useful content from expert guest speakers.

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 are business owner or leader, consider corporate sponsorship which includes a primary and secondary membership along with valued advertising and promotion of your business.

If you have questions, please contact me at sneuss@pcatg.com or 716.632.5881 x 318.

I look forward to seeing you soon!

WELCOME NEW MEMBERS



Drew Brownson
NOCO



Courtney Collins
Scheid Architectural



Theresa Erickson Winkfield
Hilton Garden Inn Buffalo
Downtown



William Henecke
FB Displays & Designs Inc



Jason Pearl
Nacre Consulting LLC



Josette Salvatore-Hickey
Salvatore's Hospitality



Tim Shanahan
New Era Cap Co.



Michelle Terpstra
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GOLF OUTING



JOIN US ON JUNE 9TH

as we celebrate the 28th Anniversary of our Annual Golf Outing in partnership with Junior Achievement of WNY and Title Sponsor: Vision Financial Group, a MassMutual Firm.





28TH ANNUAL GOLF OUTING TO BENEFIT JUNIOR ACHIEVEMENT OF WNY

Friday, June 9th at Diamond Hawk Golf Course



For the twenty-eighth year, BNSME is teaming up with Junior Achievement of WNY for our annual golf outing. Sticking with our new format from last year – we are golfing on a Friday! The outing will be on Friday, June 9th at Diamond Hawk Golf Course. Our shotgun start is at 11 a.m., so you can get your weekend off to a great and early start! Following golf, we will have an open bar, dinner, prizes, and live and ticket auctions.

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 Chair, Max, at mwinterburn@datasure24.com. We look forward to seeing you in June!

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**VISION
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Sabres Fan Appreciation Night

April 13

BNSME Ticket Offer

If you help reach 50 tickets, you will receive a photo on the ice after the game!

To access this exclusive offer, scan the code or visit the link below.

fevo.me/bnsme

BNSME has reserved two sections with special group rate pricing for this last home game of the Buffalo Sabres regular season versus the Ottawa Senators. Fan Appreciation Night is a blast! Get your tickets early on our exclusive ticket page before this game sells out.

And if we get to 50 or more people, we get a group photo on the ice after the game...cool!


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The 28th Annual Junior Achievement BNSME Golf Outing



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Crafting Cocktails And Financial Plans

May 8 at The Establishment



Join us to master the art of cocktail making while you learn to make smart financial choices for your future. From choosing the proper cocktail glasses to key steps for building a solid financial plan, our Establishment finance professionals and cocktail expert will drop some knowledge on you that promises to mix up your social life and help bring financial success.

Together, we'll explore topics like what your goals and dreams mean to your bigger financial picture and what you should have on hand to mix a killer cocktail at home. Best of all, if you are joining us, we'll sample craft creations and enjoy delicious snacks along the way.

In this class expect to learn:

What a financial plan is and how one may help bring financial success. How to create delicious craft cocktails at home. About the planning process and importance of building a plan that provides direction. About bar etiquette and how to properly order a drink. What are some recommendations that may be a part of a financial plan. What actually defines a craft cocktail.

Page 9 article continued..

- Social media marketing is a great equalizer across professional disciplines through its user-friendly templates and the tutorials and troubleshooting answers that are available through any simple search. Anyone can become familiar and comfortable with managing profiles with a bit of experimentation and trial and error to get the pages looking how you want it to reflect your brand, visual identity and voice.
- Don't feel the peer pressure to tackle too many channels just for the sake of being there. It's better to assess which one or two channels are the best place where you will find your customers and commit to your voice, style and frequency. Just like the online pressroom, if you find it is not sustainable to keep the channel in a high-quality state, then maybe social media involvement is not a productive fit at the time.
- 5. Video is another important component to enhance your brand for customers and articulate your culture for prospective employees. Producing professional, polished videos generally falls into the purview of PR, but other departments can seize the task through easy-to-build channels on YouTube and Vimeo. Tech savvy staff may have some video editing experience or engage with an agency or vendor to provide the finished files. If you forgo the online pressroom, blog and social media channels altogether, adding a few compelling videos to your website about your company history, areas of expertise and employee culture will go a long way toward articulating your brand and speaking to your existing and prospective customers.
- 6. A speaker's bureau may seem like an archaic initiative, but the pandemic brought a new twist with the array of videoconferencing software providers that made external presentations more efficient by reducing travel time. This is an area that can be done in a periodic, ad hoc fashion where speaking and panel opportunities at conferences, business events and local associations can be researched for fit to submit proposals for company leaders.
- 7. A community relations program is another meaningful, traditional way to grow your brand through employee volunteering, philanthropic giving and event sponsorships. Similar to the speaker's bureau, this research and outreach doesn't have to be very laborious; at the start of the year or quarter, look to identify key synergies with agencies that fit your company's mission, community interests and compatibility.

If your company needs more PR attention and you can't hire a dedicated PR director or an agency, then undertaking a few of these "pillar projects" can provide supplemental boosts to your brand and overall business goals, even as compiling definitive measurements of the efforts that go into producing these outcomes remains challenging. It's a worthwhile endeavor to complete these types of assets as time and resources allow so your public image and media awareness isn't neglected to a point where you have to essentially start over or re-invent your brand on some level.

Liam O'Mahony is a communications and marketing director with experience in professional sports, agency, local government, corporate, higher education and nonprofit. After working in New Hampshire, Chicago, Seattle and Phoenix, he returned to his native Western New York in 2012. Connect with him on LinkedIn: <https://www.linkedin.com/in/LiamTOMahony>



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28TH ANNUAL
**GOLF
OUTING**
FRIDAY JUNE 9
2023

AT DIAMOND HAWK GOLF COURSE



SCAN TO
REGISTER

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



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At Junior Achievement, we believe in **“possible.”** Each day, we work to help young people discover what’s possible in their lives. We do this by helping them connect what they learn in school with life outside the classroom. We let them know it’s possible to invest in their future, to gain a better understanding of how the world works, and to pursue their dreams. We show them that **it’s possible for tomorrow to be a better day.**

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