

WINTER 2024

EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES



2024

EXECUTIVE OF THE YEAR

JOHN PERSONS

Chief Executive Officer
Northeast Grocery Inc., Parent Company of
Tops Friendly Markets

JOIN US
APRIL 29TH

Salvatore's Italian Gardens
Executive of the Year and
Elite Sales & Marketing Awards



CALENDAR OF EVENTS

**February Monthly Meeting
Developing Brand Ambassadors**
Buffalo Marriott Harborcenter
Monday, Feb 26
5:00 p.m.

Golf Gift Gathering & Networking
OnCore Golf
Thursday, Mar 7
5:00 p.m.

Q&A with the 2024 Executive of the Year
Virtual Session with John Persons (*members only*)
Thursday, Mar 15
12:00 p.m.

**March Monthly Meeting
Prioritizing Digital Marketing:
Boost & Lift Conversion Rate**
Hilton Garden Inn
Monday, Mar 25
5:00 p.m.

**2024 Executive of the Year & Elite
Sales & Marketing Awards Gala**
Salvatore's Italian Gardens
Monday, Apr 29
5:00 p.m.

**May Monthly Meeting
Annual Installation Dinner**
Monday, May 20
5:00 p.m.

29th Annual Golf Outing
Diamond Hawk
To benefit Junior Achievement of WNY
Title Sponsor: Vision Financial Group
Friday, June 21
10:00 a.m. - 6:00 p.m.

Plus Sales Mastermind Group on the first Wednesdays at 12 p.m. for members-only; Breakfast with BNSME virtual networking on the 3rd Wednesday each month at 8:30 a.m.



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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 Career Partners International Buffalo Niagara (<i>vice president</i>)	Amanda Recio Hilbert College
John Adams The Too Tall Franchise Guy	Lisa Roy Junior Achievement of WNY
Lisa Ettipio Tiverton Law PLLC	Lindsey Zajac Career Partners International Buffalo Niagara

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 (<i>chair</i>)	Rebecca Mueller UB School of Management
Kyle Aronica Employer Services Corporation	Shelley Rohauer Buffalo Business First
Lisa Ettipio Tiverton Law PLLC	

PROGRAMMING

The Programming Committee plans our monthly meetings and seminars.

Rebecca Mueller UB School of Management (<i>vice president</i>)	Michaela LaJoie Westin Buffalo
Paul Chisholm Insurance Associates Marketplace	Dan Wolfe Employer Services Corporation
Stephanie Kunkle Complete Payroll	Lindsey Zajac Career Partners International Buffalo Niagara

MEMBERSHIP

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

Steve Neuss PCA Technology Group, Inc. (<i>vice president</i>)	Francine Brooks FB Displays & Designs, Inc.
Michael Belin Nacre Consulting LLC	Greg Hennessey Marketing Tech

GOLF

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

Pierre Aubertin (<i>chair</i>) NOCO	Megan Davis Welke Custom Brokers USA
Matt Carlucci Buffalo Lodging Associates, LLC (<i>co-chair</i>)	Alex Hellert Insurance Associates Marketplace
Katie Babcock Junior Achievement of WNY	Lisa Roy Junior Achievement of WNY
Steve Coulton OnCore Golf	Bob Waters PCA Technology Group, Inc.
Jason Covelli PCA Technology Group, Inc.	

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 (<i>vice president</i>)	Jennifer Georger Scaling Devices
Katie Babcock Junior Achievement of WNY	Bill Henecke FB Displays & Designs, Inc.
Kenya David 81 Eighteen LLC	Greg Hennessey Marketing Tech

EXECUTIVE NEWS

Message from the President

I am incredibly honored to serve as your president this year and equally grateful to our board of directors, committee leaders, and members for the hard work they do behind the scenes on an ongoing basis. Our programming committee has been hard at work lining up speakers, checking out new venues, and exploring topics most relevant to our membership. We've enjoyed a full calendar of virtual and in-person programming this season, including a Q&A session with world-class sales coach Keith Rosen and a presentation by Jason Pearl on becoming a more inspiring leader, among others.



As our members continue to appreciate opportunities to connect with the community and network with fellow professionals, we co-hosted our holiday party with BNHRA and partnered with Be A Blessing to collect toys for families in need. In November, we launched our first Mastermind group focused on sales, meeting virtually every month and providing a forum for members to find support on common challenges and share best practices. We received very positive feedback and look forward to expanding this member benefit in the future.

While we have already had a stellar lineup of programming, there is much to look forward to in 2024, none more so than our Executive of the Year and Elite Sales & Marketing Awards Gala presented by West Herr. We are thrilled to honor John Persons, Chief Executive Officer of Northeast Grocery Inc., as our 2024 Executive of the Year. This anticipated event also provides an opportunity for organizations in our community to recognize their top sales and marketing performers. If you know of an outstanding sales or marketing professional deserving of recognition, please consider visiting the Awards page on our website for an ESMA nomination form.

I invite all of you to check out our website (www.bnsme.org) for our calendar of upcoming events, register yourself, and invite a colleague or guest to join you! If you are looking for more ways to benefit from our organization, the best way to do that is to get involved. Please reach out to me directly at mlajoie@delawarenorth.com if you are interested in joining one of our committees or would like to hear more about leadership opportunities within BNSME.

I look forward to an exciting year with BNSME and thank you all for your involvement in this great organization.

Cheers,

Michaela LaJoie
 Director of Sales & Marketing
 The Westin Buffalo



A Publication of the Buffalo Niagara Sales & Marketing Executives

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Cover photo by Dylan Buyskes, Onion Studio

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EXECUTIVE OF THE YEAR AND ELITE SALES & MARKETING AWARDS

Monday, April 29 at Salvatore's Italian Gardens

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 29, 2024**, 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 Salvatore's.

We are honored that **John Persons** has agreed to accept the **Executive of the Year Award**. Persons famously worked at a local Tops market pushing carts as a teenager. He grew with the company over 39 years, rising to president of Tops and then Chief Operating Officer of NGI and was recently promoted to Chief Executive Officer of NGI. During his last 14 months as Tops president, Persons led his company through a heart-breaking tragedy: the targeted killing of 10 Black people at the company's Jefferson Avenue, Buffalo, store. Persons doubled-down on providing mental health services for his employees, embracing the neighboring Black community, and providing new pathways for local Black-owned food purveyors to get shelf space.

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 John Persons and the other award winners! Register now at bnsme.org/awards.



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John with wife Amy

JOHN PERSONS

**Chief Executive Officer of Northeast Grocery Inc.,
Parent Company of Tops Friendly Markets**

I was always taught to seek help from trustworthy associates, so I asked my wife Amy to first answer these questions. That was probably not a good idea. Her snarky answers are below and my response – or the REAL answers, are also included!

1. WHAT IS YOUR FAVORITE RESTAURANT?

Wife: BURGER KING.

Me: While visiting the “King” was important in my youth, I have matured in my dining choices! It’s tough to ask any Buffalonian to name just one favorite...for a fun night out with friends it would be JT’s, Britesmith, or Perla. For lunch, Rachel’s and Linguine’s are go-to’s.

2. WHAT IS YOUR FAVORITE BOOK?

Wife: RETAIL MARKETING FOR DUMMIES.

Me: “The Killer Angels” by Michael Shaara introduced me to my addiction to fictionalized American history. In the area of self-help, “12 Rules for Life” by Dr. Jordan Peterson helps me center myself.

3. WHAT IS YOUR FAVORITE DRINK?

Wife: VANILLA ICED COFFEE, SHAKEN, NOT STIRRED.

Me: She taught me to like that drink – so I blame her for my over-caffeinated state. For a fun drink, I like almost anything with gin – but I drink responsibly!

4. HOW DO YOU SPEND YOUR FREE TIME?

Wife: CONTEMPLATING SALES AND MARKETING BEST PRACTICES.

Me: I think that I am supposed to say “spending time with my wife.” We both like to stay active together so we do spend time hiking, biking and running (my wife hit 25 Turkey Trots this past year)! When we can’t tolerate each other, I enjoy hunting for vintage audio equipment and old vinyl records. My wife says that I can’t get out of the past!

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

Wife: THE KITCHEN.

Me: I think she is trying to imply that I never help in the kitchen... she is not wrong! There are a few amusement parks on my “to do” list in my life’s quest to ride 100 rollercoasters. Kings Island (Ohio) and Six Flags Great America (Illinois) are at the top of the list. I have 15 coasters to go!

6. WHERE WERE YOU EDUCATED?

Wife: THE MEAN STREETS OF WILLIAMSVILLE.

Me: From grade school (St. Gregory the Great) to high school (Williamsville North) to college (UB for undergrad and grad), I have stayed closed to home! From a broader perspective, I learned so much about Western New York while working in the stores in just about every corner of our great community.

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

Wife: CEO OF TOPS.

Me: Wrong! My aspirations at Tops didn’t develop until my twenties. When I was a kid, I wanted to be a drummer in a rock & roll band! (This is still a secret dream of mine).

8. WHAT IS YOUR FAVORITE THING ABOUT WNY?

Wife: MY WIFE LIVES HERE.

Me: My wife lives here. Also, the kindness and authenticity of the people in our community is something I appreciate more each and every day.

9. CAN YOU SHARE A SALES AND MARKETING BEST PRACTICE?

Wife: PROFIT GOOD. SHRINK BAD.

Me: Again, she is not wrong! From a more practical perspective though, it has served me well to always try to personalize partnerships and interactions with people I work with. In a business world where capability and competence are expected, respect and kindness are often the traits most appreciated.

SEPTEMBER 25 CEO ROUNDTABLE AT THE WESTIN BUFFALO



Mike Belin of Nacre Consulting and Michaela LaJoie introduce new members: Ryan O'Connor, Primacy Financial; Anne Nelson, POWR2; Andrea Duke, Best Version Media; Alex Hellert, Insurance Associates Marketplace



Nicole Meisenburg, Buffalo Business First with Mike Belin, Nacre Consulting

WHAT'S BEEN HAPPENING AT OUR EVENTS



Michaela LaJoie presents Junior Achievement of WNY our donation check from the 2023 golf outing. Pictured with Michaela from the left are Title Sponsors Sam Terrazzino and Ron Moskala, Vision Financial Group; Lisa Roy and John Crawford, Junior Achievement; Pierre Aubertin, NOCO



Scott Bieler of West Herr offers his thoughts during our discussion about alternative energy.



Dylan Buyskes, Onion Studio with Jill Pawlik, Jill Pawlik Strategic Marketing



Our CEO Roundtable panel Mike Marino, P.E., Nussbaumer & Clarke, Inc; moderator Ed Drantch, anchor, WKBW Channel 7; Jim Newman, NOCO

OCTOBER 30 PROGRESSIVE NETWORKING DINNER AT PEARL STREET GRILL & BREWERY



Robert Grant of WNY Merchant Consulting with Kenyana David of 81 Eighteen LLC



Greg Hennessey of Marketing Tech with Catherine Dutweiler of The Westin Buffalo



Anne Nelson of POWR2 with Lindsey Zajac of Career Partners International Buffalo Niagara



New members Andy Rose from dPost and David Michaud from CP Staffing Solutions with VP Membership Steve Neuss, PCA Technology Group and Michaela LaJoie

NOVEMBER 20 HOW TO BECOME A MORE INSPIRING LEADER DURING DIFFICULT TIMES AT HOFBRÄUHAUS BUFFALO



Chelsea Heary and Tiffany Lambert, PCA Technology Group



Jake George, VSP Graphic Group; Megan Davis, Welke; Jennifer Szustakowski, Nussbaumer & Clarke with Jim Gannon and Travis Gruszka of Scheid Architectural, PLLC



Nicole Smith, ADP with Fran Vaughan, FMV Tax Professionals; Lisa Ettipio, Tiveron Law PLLC; John Crawford, Junior Achievement of WNY



Jason Pearl, Nacre Consulting presented on How to Become a More Inspiring Leader During Difficult Times



Say Yes Buffalo provided information about their internship programs. From left, Keira Grant, Tiffany Swink and Emily Melendez



Courtney Collins, Scheid Architectural, PLLC with Trace George, VSP Graphic Group and Amanda Recio, Hilbert College

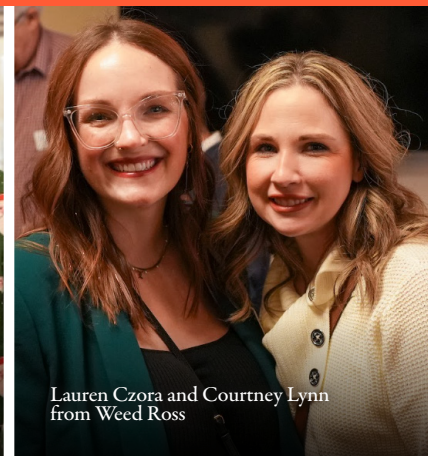
DECEMBER 14 HOLIDAY HAPPY HOUR AT THE WURLITZER



Tim Kwiatkowski with Megan Davis, Welke; John Adams, The Too Tall Franchise Guy; Tanner Sanderson, SynchronNet and Fran Vaughan, FMV Tax Professionals



Steve Neuss, PCA Technology Group with Patrick Rost, InfoSecurity Blueprint, LLC



Lauren Czora and Courtney Lynn from Weed Ross



Tim Shanahan, New Era Cap with Dan Wolfe, Employer Services Corporation



Tony Blasting, Northwestern Mutual with Barrett Price, Bear Metal Works



Heather Tooley from ACV Auctions with Lisa Ettipio, Tiveron Law PLLC



Navigating the Seas of Email Marketing

Best Practices for Compliance with International Anti-Spam & Privacy Laws

By Kenya David, MBA | Founder & CEO, 81 Eighteen LLC

The power of email marketing as a tool for connecting businesses with their audience is undeniable. Yet, this power necessitates a big-deal sense of responsibility, particularly within the framework of privacy and anti-spam laws. It's imperative to adhere to best practices that underscore the significance of user consent, transparency, and the utmost respect for privacy to guarantee your email marketing efforts are compliant. You enhance the impact of your email marketing and set the ethical foundation essential for long-term success by conscientiously integrating these principles into your strategies.

Obtain Explicit Consent

Securing explicit consent from recipients is a cornerstone in ensuring email marketing compliance. Folks must voluntarily opt-in to receive your emails, emphasizing a commitment to respecting their preferences. Steering clear of practices like purchasing email lists or adding contacts without explicit permission is a legal imperative due to anti-spam laws. It safeguards and enhances your sender's reputation, a vital asset in email marketing credibility. Engaging in ethically sound practices aligns with regulatory requirements and fosters a foundation of trust with your audience, paving the way for more meaningful and sustainable connections.

Communicate Purpose

In gathering email addresses, it's paramount to maintain transparency regarding the intended use. Clearly articulate the purpose for which these addresses will be used and provide a comprehensive overview of the content subscribers can anticipate and the expected frequency of communications. This transparent communication is a procedural formality and a crucial building block for establishing trust. You cultivate transparency and ensure that users aren't caught off guard when they begin to receive your emails by setting clear expectations. This upfront approach fosters a relationship based on honesty and openness, contributing to a positive user experience and reinforcing your commitment to ethical email marketing practices.

Provide Opt-Out Mechanisms

Incorporating a conspicuous and easily accessible unsubscribe option in every marketing email is not just a compliance necessity with anti-spam regulations; it demonstrates respect for recipients' autonomy. Granting folks the freedom to opt-out anytime underscores your commitment to valuing their choices. Ensuring that the unsubscribe process is straightforward and prompt is imperative, allowing users a seamless experience when discontinuing receiving communications. You adhere to legal requirements, prioritize user satisfaction, and reinforce your dedication to ethical email marketing practices by facilitating a user-friendly opt-out mechanism.

Keep Your Lists Updated

Frequently refreshing and purging your email lists to eliminate inactive or disengaged subscribers is a proactive measure that goes beyond optimizing the efficiency of your email campaigns; it's integral to maintaining compliance with privacy laws. Removing stale email addresses isn't merely a technical task but a strategic approach to ensuring that your outreach efforts align with legal requirements. These outdated addresses may no longer be valid or could pertain to individuals who didn't provide explicit consent, posing a potential risk to your compliance standing. Regularly updating your email lists will streamline your marketing efforts and guarantee your commitment to respecting user privacy and abiding by stringent data protection regulations.

Respect Data Protection Laws

Strict adherence to data protection laws, including the General Data Protection Regulation (GDPR) and the CAN-SPAM Act, is non-negotiable for maintaining the integrity of your email marketing practices. It's imperative to delve into the nuanced requirements of each regulation and proactively implement the measures to safeguard user data, which involves securing data storage and obtaining explicit permission for data processing, thereby respecting the principles of informed consent. Additionally, prompt and efficient responses to data access requests

further underscore your commitment to upholding user privacy and complying with the complicated web of data protection regulations. You mitigate risks and establish a foundation of knowing, liking, and trusting your audience, ensuring your email marketing efforts remain ethical and legal by navigating these legal frameworks with diligence and precision.

Use Double Opt-In

Consider adopting a double opt-in process, requiring users to confirm their subscription by responding to a confirmation email. This additional step serves a dual purpose: it validates the authenticity of the subscriber and reinforces your compliance stance by giving indisputable evidence of their consent. You enhance the accuracy of your subscriber list but also establish a foundation for compliance with anti-spam and privacy regulations, align with best practices, and reinforce your commitment to maintaining a high standard of consent and transparency in your email marketing endeavors by incorporating this extra layer of confirmation.

Craft Compelling Content

Going beyond compliance, the efficacy of email marketing hinges on creating engaging content. It's imperative to guarantee that your emails adhere to regulatory standards and offer relevance, value, and alignment with the expectations set during the opt-in process. Personalization further emerges as a key strategy, allowing you to tailor messages to individual preferences, thereby forging a deeper, more meaningful connection with your audience. You ensure sustained compliance and cultivate a loyal and responsive audience base that actively engages

with your brand by consistently delivering content that exceeds legal requirements and resonates with your subscribers.

Monitor Analytics and Metrics

Consistently track and analyze email analytics to evaluate the performance of your campaigns. Keep an eye on metrics such as open rates, click-through rates, and bounce rates to gain insightful perspectives into the effectiveness of your strategies. This analytical approach facilitates a comprehensive understanding of your campaign's impact and empowers you to make informed adjustments, optimizing engagement and compliance. You embark on a continuous improvement cycle that ensures your email marketing efforts meet and exceed expectations. By leveraging these metrics, you drive meaningful interactions with your audience while staying in line with regulatory standards.

Effectively maneuvering through the complexities of email marketing while adhering to anti-spam and privacy laws stands as a linchpin for the sustained success of your campaigns. Businesses prioritizing explicit consent, transparency, and user control ensure compliance and lay the groundwork for trust-building with their audience. These ethical practices contribute to fostering positive, enduring relationships, and amplifying the impact of email marketing endeavors. Staying abreast of legal requirements and flexibly adapting to best practices is becoming imperative. This adaptability safeguards against legal pitfalls and is a strategic imperative for maintaining an ethically sound email marketing strategy.

It's what we do. All Under one roof.



PROUD TO SUPPORT

The 29th Annual Junior Achievement BNSME Golf Outing



CALL **761-332-4369** or visit **marketingtechonline.com** and learn **how to make your marketing life easier.**

SPOTLIGHT ON MEMBERSHIP

Steve Neuss PCA Technology Group, Inc., VP Membership



How do companies in our region drive growth year over year in a challenging market? With continued economic stress and no near-term positive outlook to the ever-increasing labor shortages? Throw in the increasing complexities in new AI empowered technologies and cyber threats, the hill to success can be overwhelming.

At PCA, one of WNY's strongest IT services companies, our growth means bringing more value, capabilities, and stability to our clients – essential for helping them succeed.

- BNSME has enabled us to interact with other marketing and sales professionals with rich, diverse experience and expertise.
- We benefit from experts and peers sharing up-to-date industry best practices and useful insights at events and seminars.
- Taking it to the next level, our team leverages BNSME's Sales Mastermind for diving deeper into relevant topics.

We started with a representative from PCA participating in BNSME and, because we learn so much and gain a lot of value, we have expanded our participation and made this a team engagement. Participating as a team in BNSME has made our sales and marketing program measurably better.

We have leveraged BNSME as much more than just an association and we're excited how our involvement has helped our company transform, grow, and have outstanding engagement with our clients and community.

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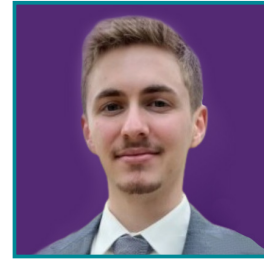
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Lauren Czora
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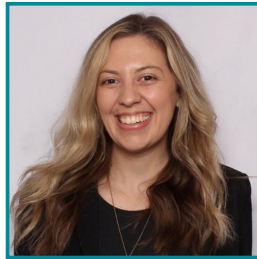
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Best Version Media



Tom Gilmore
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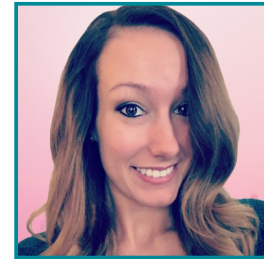
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Chelsea Heary
PCA Technology
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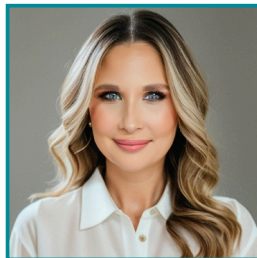
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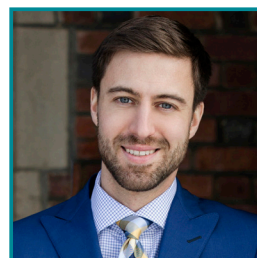
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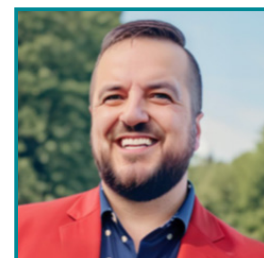
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**GOLF
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 AT DIAMOND HAWK GOLF COURSE

29TH ANNUAL
 Junior Achievement[™]
 of Western New York
BNSME GOLF OUTING
JUNE 21ST, 2024

SCAN TO REGISTER

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



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



BOUNDLESS POSSIBILITY™

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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