

SUMMER 2025

EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES



Golf Outing

JOIN US ON JUNE 13

As we celebrate the 30th Anniversary of our Annual Golf Outing in partnership with **Junior Achievement of WNY** and Title Sponsor: **Vision Financial Group**, a MassMutual Firm.



CALENDAR OF EVENTS

June Future Executives Program

Navigating Avoidance, Procrastination, Overwhelm

Thursday, June 12

10:00 a.m.

30th Annual Golf Outing

Diamond Hawk
To benefit Junior Achievement of WNY
Title Sponsor: Vision Financial Group

Friday, June 13

10:00 a.m. - 6:00 p.m.

Season Kickoff Networking

Wingnutz Cheektowaga

Thursday, Sept 11

5:30 p.m. - 7:30 p.m.

Oct Meeting: CEO Roundtable

The Westin Buffalo

Monday, Oct 27

5:00 p.m. - 7:30 p.m.

November Meeting: Progressive Networking Dinner

Embassy Suites

Monday, Nov 24

5:00 p.m. - 7:30 p.m.

Plus **Marketing Mastermind Group** for Members only the first Wednesdays @ 12 p.m.; **Breakfast with BNSME** virtual networking on the 3rd Wednesday each month @ 8:30 a.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

EDUCATION

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

Lindsay Zajac
Ascendant (vice president)

Lisa Ettipio
O'Brien & Ford PC

John Adams
The Too Tall Franchise Guy

Michaela LaJoie
Westin Buffalo

Lindsay Amico
Ascendant

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)

Michaela LaJoie
Westin Buffalo

Steve Neuss
Netrio

Lisa Ettipio
O'Brien & Ford PC

Shelley Rohauer
Buffalo Business First

PROGRAMMING

The Programming Committee plans our monthly meetings and seminars.

Michaela LaJoie
Westin Buffalo (vice president)

Stephanie Kunkle
Complete Payroll

Paul Chisholm
Plan Administrators

Dan Wolfe
Employer Services Corporation

Courtney Collins
Scheid Architectural, PLLC

Samantha Willhauck
Vision Financial Group

MEMBERSHIP

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

Michael Belin
Nacre Consulting LLC (vice president)

Greg Hennessey
Marketing Tech

Francine Brooks
Total Basement Finishing of WNY

Tiffany Lambert
Netrio

Chelsea Heary
Netrio

Courtney Lynn
Weed Ross

GOLF

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

Pierre Aubertin
ConEquip (chair)

Jason Covelli
Netrio

Nelson Montgomery
US itek Inc

Matt Carlucci
ARCA (co-chair)

Megan Davis
Welke Custom Brokers USA

Dave Rechin, Jr.
Three Sixty

Katie Babcock
Junior Achievement of WNY

Alex Hellert
Insurance Associates Marketplace

Bob Waters
Netrio

Steve Coulton
OnCore Golf

Michaela LaJoie
Westin Buffalo

MARKETING COMMUNICATIONS

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

Jennifer Georger
Sealing Devices (vice president)

Liam O'Mahony
The Brothers of Mercy Wellness Campus

Katie Babcock
Junior Achievement of WNY

Jennifer Szustakowski
Veolia

Emily Baczynski
Good Collective

Laura Zakrzewski
Sika

Bill Henecke
Apogee

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EXECUTIVE NEWS



THE IMPACT OF BNSME ON OUR REGION'S COMPANIES

Five years ago, I received a call from Tony Blasting, asking if I would join him and a few other business leaders for breakfast. After the call, I was spinning, thinking "Who is Tony and what is BNSME?" Meeting up, Tony shared the value and impact BNSME has and that some of my colleagues had been involved in the past. By attending a few of the monthly events and meeting several other sales and marketing leaders, I quickly saw the benefit of participating and was soon getting a lot out of being involved.

Charted at my company to have transformational growth, I couldn't wait to get the extended sales team involved. Our professionals, who are quickly becoming our next generation of leaders, found immense value in participating. Our team's engagement with events and active involvement on committees like the Membership and Golf Committees has been invaluable. Leveraging relationships and the content from BNSME has helped our company double its growth over the five-year period. We have been fortunate to witness equal success stories among other members.

This is an exciting period in our economy. Although organizations and businesses constantly face challenges, the marketplace is ripe for the next chapter of growth and success stories. Our Western New York culture and workforce are primed to take advantage of the opportunities in front of us. Collaboration and involvement in organizations like BNSME will be a differentiator for professionals as well as companies.

Thank you for allowing me to serve you this past year as the president of BNSME. The opportunity to be a part of professional lives and the successes in our business community is rewarding. I am excited to hand the baton off to Mike Belin from Nacre Consulting, who will serve as the next president of BNSME. Mike's passion for sales, marketing, and leadership development will be great for the next chapter.

To your professional success, Steve Neuss

Yours sincerely,

Steve Neuss

Steve Neuss
2024-2025 President, BNSME
Director of Sales
Netrio



BUFFALO NIAGARA
Sales & Marketing Executives

A Publication of the Buffalo Niagara Sales & Marketing Executives

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30TH ANNUAL GOLF OUTING TO BENEFIT JUNIOR ACHIEVEMENT OF WNY

Friday, June 13th at Diamond Hawk Golf Course

WOW! 30 Years!! Since 1995, BNSME has been teaming up with Junior Achievement of WNY for our annual golf outing. And once again, we will be hitting the links at Diamond Hawk Golf Course on Friday, June 13th. 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 silent and ticket auctions.

Our Silent auction includes a stay at Vineyard Vines, Jill Pawlik's lake house on Seneca Lake; a L.A.B putter, a suite at the Buffalo Bisons game on July 1st for 12 people, and some great overnight packages.

A huge thank you to our sponsors this year. Title: Vision Financial Group, a Mass Mutual Company; Cart Sponsor: Delta Air Lines; Driving Sponsor: OnCore Golf; Cocktail Sponsor: PremCom; Dinner Sponsors: EY, Netrio, Scheid Architectural, Three Sixty; Dinner Gift Sponsor: FMV Tax Professionals; Design and Print Sponsor: Marketing Tech and our Putting for Cheer Contest Sponsor: Elma Wines & Liquor.

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, and prize donations! If you are not a golfer, we invite you to volunteer or attend the dinner. To learn more, contact our Golf Chairs, Pierre Aubertin at Pierre.Aubertin@conequip.com or Matt Carlucci at mcarlucci@arcasupply.com.

We look forward to seeing you in June!



WE ARE SO GRATEFUL TO OUR GOLF SPONSORS:

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DINNER GIFT:  **fmv TAX PROFESSIONALS** **PHOTOGRAPHY BY:** *lovely day photo*

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A LOOK BACK AT THE 2025 EXECUTIVE OF THE YEAR AND ELITE SALES & MARKETING AWARDS

ON APRIL 28, 2025 AT SENECA NIAGARA RESORT & CASINO



The Seneca Niagara Resort & Casino was a beautiful venue for our annual awards gala



Elite Sales & Marketing Award recipient Martin Ford (center) from West Herr with his wife Colleen and son Liam



Elite Sales & Marketing Award recipient Kim Schaus (center) from Buffalo Business First with her sister Carole Jones and mother Lois Landahl



The stage is set for our awards presentation!



Kevin Nephew with our awards gala committee: Michaela LaJoie, Westin Buffalo; Jill Pawlik, Jill Pawlik Strategic Marketing; Lisa Ettipio, O'Brien & Ford PC; Shelley Rohauer, Buffalo Business First and Jeanne Hellert, BNSME



Tracie and Kevin Nephew with First Lady Nicole Seneca and President JC Seneca of Seneca Nation of Indians, our Presenting Sponsor



Our 2025 Awards recipients with Kevin Nephew, Executive of the Year



From Netrio, Steve Szubinski and ESMA honoree Tiffany Lambert



Elite Sales & Marketing Award recipient Lindsay Amico from Ascendant with her husband Josh Holtzman



From Marketing Tech, Elite Sales & Marketing Award recipient Eric Ensminger with his wife Sandra



Executive of the Year Kevin Nephew from Seneca Gaming Corporation with his wife Tracie



Collegiate Sales & Marketing Award recipient Mekhi Edwards from Canisius University (center) with Michael Belin, Nacre Consulting LLC and Lindsey Zajac, Ascendant



Our awards gala chair, Jill Pawlik of Jill Pawlik Strategic Marketing presents the Elite Sales & Marketing Awards



Luke Adams from ConEquip (center) receives the Elite Sales & Marketing Award from Mike Belin and Jill Pawlik



Elite Sales & Marketing Award recipient Byan Fox from West Herr



Elite Sales & Marketing Award recipient Michael Nugent from Tops Friendly Markets (center) with Mike Belin and Jill Pawlik



Our Mistress of Ceremonies, Maryalice Demler from WGRZ TV Channel 2



Presenting sponsor JC Seneca, president of the Seneca Nation of Indians honors Kevin Nephew



Executive of the Year Award presentation to Kevin Nephew, president & CEO of Seneca Gaming Corporation



Maryalice Demler conducts a fireside chat with Kevin Nephew



Kevin Nephew shares insights about his life and business experience



Maryalice Demler and Kevin Nephew



Kevin Nephew thanks everyone for celebrating with him

BNSME BOARD INSTALLATION AT JAZZBOLINE

ON MAY 19, 2025



Matt Carlucci, ARCA with Valerie Bello from Sealing Devices



Chris and Mike Belin



Michelle Alberts and Amanda Dopp from Selective Staffing Solutions with Dave Rechin from Three Sixty



Jason Pearl, Nacre Consulting LLC, presented Head, Heart and House, a "whole person leadership" growth framework that he has developed over 20+ years.



The newly installed 2025 - 2026 BNSME Board of Directors



Chelsea Heary from Netrio with Rick Andrews from PremCom



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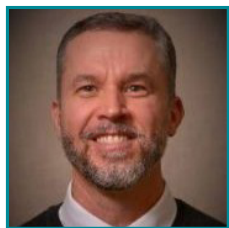
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INTRODUCING THE BNSME 2025-2026 BOARD OF DIRECTORS



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President/Senior Consultant
The Too Tall Franchise Guy
DIRECTOR



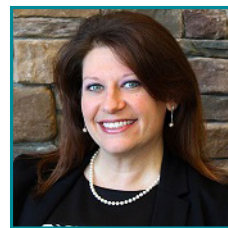
Pierre Aubertin
Director of Customer
Development
ConEquip
EVP | VP PROGRAMMING



Mike Belin
Executive Growth Strategist
Nacre Consulting LLC
PRESIDENT



Megan Davis
Global Trade Advisor
Welke Customs Brokers USA
DIRECTOR



Lisa Ettipio Agro
Operations Manager
O'Brien & Ford PC
DIRECTOR



Jennifer Georger
Senior Marketing Manager
Sealing Devices Inc.
VP COMMUNICATIONS
& MARKETING



Chelsea Heary
Account Executive
Netrio
DIRECTOR



Jeanne Hellert
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Bill Henecke
Apogee
DIRECTOR



Greg Hennessey
Account Director
Marketing Tech
VP MEMBERSHIP



Courtney Lynn
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Weed Ross
DIRECTOR



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Fran Vaughan
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TREASURER



Samantha Willhauck
Marketing Coordinator
Vision Financial Group
DIRECTOR



Dan Wolfe
Business Development
Executive
Employer Services
Coporation
DIRECTOR



Lindsey Zajac
Owner and CEO
Ascendant
VP EDUCATION



Mike Belin
2025-26 President, BNSME
Executive Growth Strategist
Nacre Consulting

SHAPING THE FUTURE OF SALES & MARKETING IN WNY

As I step into the role of President of BNSME, my focus is clear: build on our momentum and make this the most valuable professional community for sales and marketing leaders in Western New York.

Over the next year, we're doubling down on what drives our mission:

- Relevant, high-impact programming that challenges how we think and lead.
- A network of growth-minded professionals who show up to learn and contribute.
- Tangible opportunities to sharpen your skills, whether you're building a team or building your career.

In my time as VP of Membership, and through my work at Nacre Consulting, I've seen the power of bringing smart, motivated people together. That's what BNSME is built for.

This year, we'll continue to grow that impact through events like our Monthly Mastermind Sessions, the Future Executives Leadership Program, Progressive Networking, our Executive of the Year & Elite Sales & Marketing Awards Gala, and our Annual Golf Outing in partnership with Junior Achievement of WNY. These aren't just dates on a calendar. They are experiences designed to help you grow, connect, and lead at the highest level.

Whether you're an individual contributor, a CMO, a VP of Sales, or leading a company, here's my invitation: Get involved. Show up. Lead with us.

BNSME isn't just a place to attend events. It's a platform to invest in yourself, your network, and your business.

Let's make it a great year!



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30TH ANNUAL
**GOLF
OUTING**
FRIDAY JUNE 13
2025

AT DIAMOND HAWK GOLF COURSE



SCAN TO
REGISTER

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



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



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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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