

— SPRING 2026 —

EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES



2026

EXECUTIVE OF THE YEAR

**DONALD
BOYD**

President & Chief Executive Officer
Kaleida Health

JOIN US
APRIL 27TH

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



CALENDAR OF EVENTS

Golf Gift Gathering & Networking Tees & Tap - OP.	Thursday, Apr 16 5:00 p.m.
2026 Executive of the Year & Elite Sales & Marketing Awards Gala Salvatore's	Monday, Apr 27 5:00 p.m.
Virtual Seminar Manage Your Derailers so They Don't Manage You	Friday, May 8 11:00 a.m.
May Monthly Meeting Annual Installation Dinner Reikart House	Monday, May 18 5:00 p.m.
June Mastermind	Friday, June 5
31st Annual Golf Outing Diamond Hawk To benefit Junior Achievement of WNY Title Sponsor: Vision Financial Group	Thursday, June 18 10:00 a.m. – 6:00 p.m.

Plus Breakfast with BNSME virtual networking on the 3rd Wednesday each month at 8:30 a.m. – open to all



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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, educational program and Collegiate Sales & Marketing Award.

Lindsey Zajac Ascendant (<i>vice president</i>)	Lisa Ettipio Nickel City Property Management LLC
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 Lehigh Construction (<i>chair</i>)	Michaela LaJoie Westin Buffalo
Lisa Ettipio Nickel City Property Management LLC (<i>co-chair</i>)	Nicole Meisenburg Buffalo Business First
Greta Biersbach AW Miller Technical Sales	

PROGRAMMING

The Programming Committee plans our monthly meetings and seminars.

Pierre Aubertin ConEquip (<i>vice president</i>)	Michaela LaJoie Westin Buffalo
Michael Belin Nacre Consulting LLC	Samantha Willhauck Vision Financial Group
Paul Chisholm Plan Administrators	Dan Wolfe Nickel City Property Management LLC

MEMBERSHIP

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

Greg Hennessey Marketing Tech (<i>vice president</i>)	Chelsea Heary Netrio
Michael Belin Nacre Consulting LLC	Courtney Lynn Weed Ross

GOLF

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

Megan Davis Welke Custom Brokers USA (<i>chair</i>)	Michaela LaJoie Westin Buffalo
Katie Babcock Junior Achievement of WNY	Dave Rechin, Jr. Three Sixty
Alex Hellert Insurance Associates Marketplace	

MARKETING COMMUNICATIONS

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

Jennifer Georger Scaling Devices (<i>vice president</i>)	Laura Miller
Katie Babcock Junior Achievement of WNY	Samantha Vail Red Rage Communications
Bill Henecke Apogee	

EXECUTIVE NEWS

Message from the President

REFLECTING ON OUR YEAR. LOOKING AHEAD.

As we continue through 2026, I've been reminded why BNSME matters.

We are a professional community built for sales and marketing leaders, executives, and business professionals who care about getting better. Better at leading. Better at driving revenue. Better at navigating change. Better at building strong businesses in Western New York.



Over the past year, our members have shown up. At events. At Masterminds. At networking sessions. In conversations that go beyond surface-level introductions. That engagement is what makes this organization strong.

This year also marked the rollout of our new logo. While it may seem like a small change, it represents something bigger. A renewed sense of purpose. A forward-looking mindset. A commitment to evolving as our profession evolves. My sincere thanks to Jennifer Georger, our VP of Marketing & Communications, and the MarComm Committee for leading that effort and elevating how we promote and position BNSME across the region.

BNSME is not just about attending an event. It is about surrounding yourself with peers who understand the challenges of hitting numbers, leading teams, building brands, and driving growth. It is about learning from impactful speakers, exchanging ideas, and expanding your network in a meaningful way.

Looking ahead, I'm especially excited about two signature events.

First, our Executive of the Year Gala honoring Don Boyd of Kaleida Health. Recognizing leaders who make a measurable impact in our region is an important part of what we do. It sets a standard for all of us.

Second, our annual golf charity event in partnership with Junior Achievement of WNY. Supporting the next generation of business leaders aligns directly with our mission. We're not just building today's sales and marketing community. We are investing in tomorrow's.

None of this happens without strong leadership and engaged members. Thank you to our Board of Directors, Jeanne Hellert, our Committee Chairs, and all of our members who volunteer their time and energy to move this organization forward.

If you've been part of BNSME this year, thank you. If you're looking to get more involved, there is no better time. Attend an event. Bring a colleague. Join a committee. Engage.

“ **The value of this organization is directly tied to the people who show up and contribute.** ”



I'm proud of what we've built and confident in where we're going next.

Mike

Mike Belin | President, BNSME
Executive Growth Strategist
Nacre Consulting LLC



Buffalo Niagara Sales & Marketing Executives

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EXECUTIVE OF THE YEAR AND ELITE SALES & MARKETING AWARDS

Monday, April 27 at Salvatore's Italian Prime

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 27, 2026**, 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 colleagues, and enjoy an incredible dining experience at Salvatore's.

We are honored that **Don Boyd** will be accepting the **Executive of The Year** Award. Mr. Boyd was named president and chief executive officer for Kaleida Health in July 2022. He is also chair of the Greater New York Hospital Association Board of Governors for 2025-26. He previously served as president and chief operating officer. During his time as COO, he also led Kaleida Health's award-winning and well documented response to COVID-19. A Williamsville resident, Mr. Boyd has been with Kaleida Health since its inception in 1998.

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 Don Boyd and the other award winners! Register now at bnsme.org/awards.



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MEET OUR EXECUTIVE OF THE YEAR DONALD BOYD

“ I am humbled and honored to accept the Executive of the Year Award on behalf of Kaleida Health. It is truly a privilege to lead a team of such compassionate, talented and dedicated healthcare professionals. Kaleida Health’s success would not be possible without their unwavering commitment to our patients and our entire community.

Don Boyd

President and Chief Executive
Officer for Kaleida Health

WE ASKED DON BOYD TO RESPOND TO SOME QUESTIONS TO GET TO KNOW HIM BETTER.

1. WHAT IS YOUR FAVORITE RESTAURANT?

It is so difficult to pick just one. I wish you gave me the option to pick one by category, but if I am forced to pick just one I would say Hutch’s.

2. WHAT IS YOUR FAVORITE BOOK?

“Team of Rivals: The Political Genius of Abraham Lincoln”
by Doris Kearns Goodwin.

3. WHAT IS YOUR FAVORITE DRINK?

Water.

4. HOW DO YOU SPEND YOUR FREE TIME?

The free time that I have I spend with my family and exercising.

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

The Olympics.

6. WHERE WERE YOU EDUCATED?

I grew up in Peru, NY a small town in Upstate NY just outside of Plattsburgh, NY. I went to the University at Buffalo where I earned my undergraduate degree in Psychology and Community Mental Health. I went to UB as well where I earned my Masters in Business Administration in Finance and Healthcare Systems Management.

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

To be a naval aviator.

8. WHAT IS YOUR FAVORITE THING ABOUT WNY?

The people and natural resources.

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

To listen more than you talk.

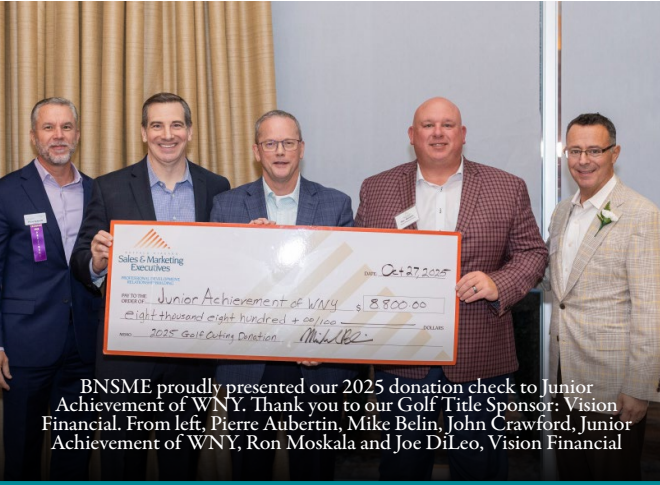


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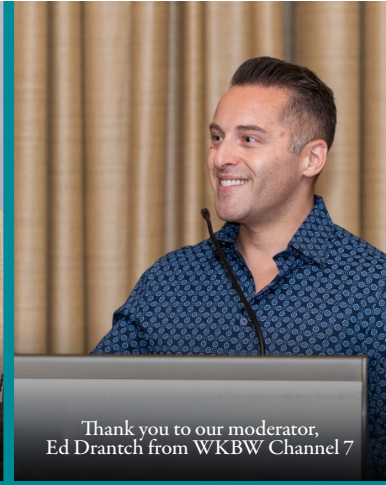
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WHAT'S BEEN HAPPENING AT OUR EVENTS

OCTOBER 27 CEO ROUNDTABLE AT THE WESTIN BUFFALO



BNSME proudly presented our 2025 donation check to Junior Achievement of WNY. Thank you to our Golf Title Sponsor: Vision Financial. From left, Pierre Aubertin, Mike Belin, John Crawford, Junior Achievement of WNY, Ron Moskala and Joe DiLeo, Vision Financial



Thank you to our moderator, Ed Drantch from WKBW Channel 7



CEO Roundtable panelist Scott Bieler, president & CEO, West Herr Auto Group



CEO Roundtable panelist Paige Mecca, president and founder of Allegro Power



CEO Roundtable panelist Joe DiLeo, chief executive officer, Vision Financial Group, a Mass Mutual Firm



Kristen Murray, Red Barn Nature's Way Foundation with Megan Davis, Welke Customs Brokers USA

NOVEMBER 24 PROGRESSIVE NETWORKING DINNER AT 500 PEARL



Nicole Meisenburg, Business First with Lisa Ettipio, Nickel City Property Management



Jeff Wach, Interim Employment Solutions with Madeline Mulholland, Resurgence Brewing Co and Eric Enslinger, Marketing Tech



Greta Biersbach, AW Miller Technical Sales with Chelsea Heary, Netrio and Alex Hellert, Insurance Associates Marketplace



Mike Belin welcomes new members Madeline Mulholland, Resurgence Brewing Co, Samantha Vail, Red Sage Communications, Becky Vasilovski, Greece Regional Chamber of Commerce, and Dean Stanfield, Solar Liberty



Karen Cantwell, PuroClean Property Damage and Aaron Regdos, 716 Cleanup and Restoration



Attendees at our annual Progressive Networking dinner always make great connections

JANUARY 26 MONTHLY MEETING: BUSINESS AND SALES STRATEGIES AT THE BUFFALO MARRIOTT NIAGARA



Becky Vasilovski, Greece Regional Chamber of Commerce with Samantha Vail, Red Sage Communications



Samantha Willhauck, Vision Financial with Michaela LaJoie, The Westin Buffalo



Lindsey Zajac from Ascendant with Maria Jones and Marie Cummings from NBT Bank



Our guest speaker, Celin Krzan, Clinical Assistant Professor of Entrepreneurship, Operations Management and Strategy at UB School of Management



Celine Krzan leads an engaging presentation



Greg Hennessey and Mike Belin welcome new members Kevin Opp, Encorus Group (far right) and Nicole Bateson and AnnMarie Taft from Buffalo Marriott Niagara

MARCH 2 MONTHLY MEETING: LIVING THE BRAND CALLED YOU AT BUFFALO MARRIOTT HARBORCENTER



Courtney Lynn and Lauren Czora from Weed Ross



Tim Kwiatkowski with Pat Herberger, LegalShield/IDShield and Ann Hackett, aHa! Designs



Jan Owczarezak, ESC with Jennifer Georger, Sealing Devices



Greg Hennessey and Mike Belin (far right) welcomed new members: Emily Fey and Michele Ciacatello from Buffalo Waterfront; Greta Biersbach, AW Miller Technical Sales; Andy Dulski, Artpark



Gregg Lederman presents Living the Brand Called YOU



Attendees received a workbook and free access to Gregg Lederman's online Masterclass

INTRODUCING THE NEXT CHAPTER OF THE BNSME BRAND



Buffalo Niagara Sales & Marketing Executives

Over the past year, the Buffalo Niagara Sales & Marketing Executives (BNSME) board took a thoughtful step to refresh our visual identity with the introduction of a new organizational logo. As BNSME continues to evolve—welcoming new members, expanding programming, and strengthening our role within the regional business community—it became clear that our brand should better reflect both our legacy and our future direction.

The logo update was never about replacing our history but rather building on it. Our goal was to create a mark that feels modern, recognizable, and representative of the energy, professionalism, and connection that define the BNSME experience.

To bring this vision to life, we launched a collaborative design process that invited submissions from within our community. The response was outstanding. We are incredibly grateful to

everyone who contributed ideas, creativity, and time to the effort. The engagement itself was a reminder of what makes this organization special - members who care deeply and are eager to contribute beyond attending events.

**Check out the logo
evolution video
courtesy of Kevin Opp**



We are especially proud to recognize Kevin Opp, whose winning design successfully captured the balance of tradition and forward momentum we were striving for. Kevin's contribution will help visually represent BNSME for years to come.

Thank you to all who participated and supported this milestone moment for our organization.



Jennifer Georger
BNSME VP - Marketing & Communications
Marketing Manager, Sealing Devices Inc.

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NOMINATE A TOP PERFORMER TODAY



Give your sales, marketing, or executive leader the recognition they deserve at BNSME's Elite Sales & Marketing Awards (ESMA) Gala. Honor professionals who exceed goals, advance their careers, and make meaningful contributions to their organizations and communities—including our Executive of the Year.

- ✓ Open to sales & marketing professionals and key contributors
- ✓ Public recognition in *Business First*
- ✓ Awards dinner for four and a personalized professional award

Access the ESMA nomination registration form at bnsme.org/Awards.



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SPOTLIGHT ON MEMBERSHIP

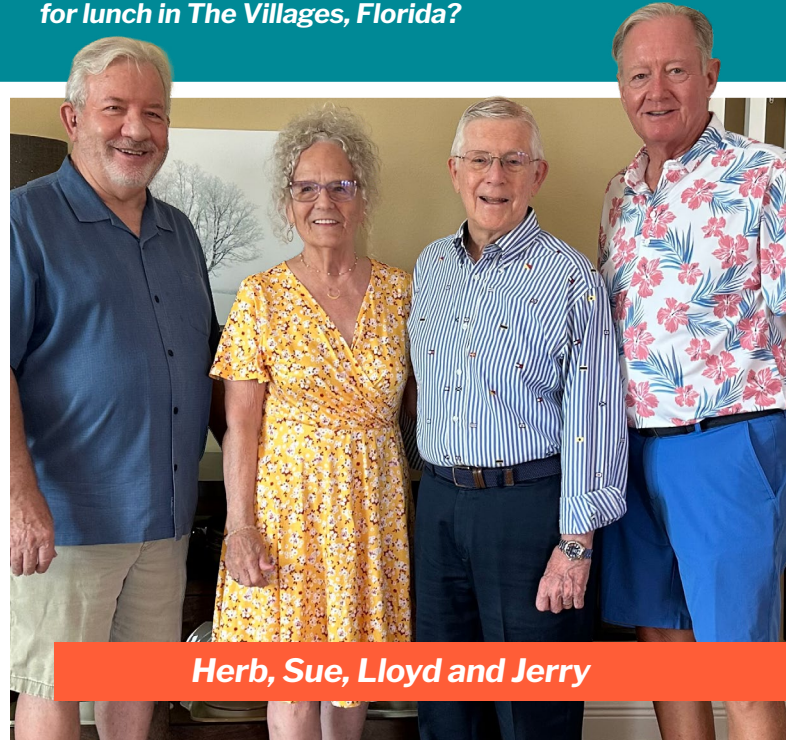
What happens when you bring together four Past Presidents and Hall of Famers of the Buffalo Niagara Sales and Marketing Executives together for lunch in The Villages, Florida?

Herb Knoll, Jr. (1985-86), Lloyd Cooper Jr. (1987-88), Susan Almon-Pesch (1988-89), and Jerry Reynell (1989-90) enjoyed an afternoon of memories of the organization's late eighties. During the period, membership capping was under consideration, and our membership took on hosting the SMEI convention and more.

Jeanne Hellert (1999-2000) asked the four to send along their suggestions for increasing membership. Not knowing what the current strategies are in place, the consensus from this group was that members bring guests to meetings, recruit by contacting C-level execs, and explain how their sales and marketing teams can thrive with membership. Additionally, host contests (with attractive prizes!), and hold open guest networking at members' places of business.

The event was graciously hosted by Susan and Jerry Reynell from The Villages, FL, with Lloyd and his wife Bernice from Ocala, FL, Herb and Maria from Lake Murray, FL, and Sue from Charleston, SC.

Looking to travel to Florida? Our southern past presidents will welcome BNSME members to a lunch meet-up summer 2026!



Herb, Sue, Lloyd and Jerry



BNSME Bowlers (Lisa Ettipio, Jennifer Newman, Alex Hellert, Nicole Meisenburg, Jeanne Hellert) support Junior Achievement of WNY at the 40th annual JA Bowl-A-Thon on March 7th.

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WELCOME NEW MEMBERS



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Ellicott Development



Nicole Bateson
Visions Hotels



Greta Biersbach
AW Miller Technical Sales



Ann Brooker
Buffalo Niagara Partnership



Sarah Chruscial
Robert Junge Farmers
Insurance Agency



Marie Cummings
NBT Bank



Andy Dulski
Artpark and Co.



Giovanni Hernandez
Hover Networks



Maria Jones
NBT Bank



Steven McMorro
Buffalo Cannabis Network



Madeline Mulholland
Resurgence Brewing Co.



Kristen Murray
Red Barn Nature's Way
Foundation, Inc.



Kevin Opp
Encorus Group



Dean Stanfield
Solar Liberty



AnnMarie Taft
Visions Hotels



Samantha Vail
Red Sage Communications



Becky Vasilovski
Greece Regional Chamber of
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2026

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 Sales & Marketing Executives

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



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