

SUMMER 2026

# EXECUTIVE NEWS

A PUBLICATION OF THE BUFFALO NIAGARA SALES & MARKETING EXECUTIVES

# Golf Outing



**JOIN US ON JUNE 18**

for the 31st Annual Golf Outing in partnership  
with **Junior Achievement of WNY**. Title Sponsor:  
**Vision Financial Group, a MassMutual Firm**

# CALENDAR OF EVENTS

## 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.

## Season Kickoff Happy Hour

Thursday, Sept 10

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

## September Meeting

Monday, Sept 28

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

## Marketing Mastermind

Friday, Sept 4

9:00 a.m. - 10:00 a.m.

## October Meeting

Monday, Oct 26

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

## November Meeting

Monday, Nov 24

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

## Marketing Mastermind

Friday, Dec 4

9:00 a.m. - 10:00 a.m.

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

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## THE HOLIDAY SEASON IS JUST AROUND THE CORNER

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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](mailto:bnsme@bnsme.org)

## EDUCATION

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

John Adams  
The Too Tall Franchise Group

Lindsay Amico  
Ascendant

Lisa Ettipio  
Nickel City Property Management LLC

Michaela LaJoie  
Westin Buffalo

Lindsey Zajac  
Ascendant

## AWARDS GALA

*The Awards Gala committee plans our annual signature event: the Executive of the Year and Elite Sales & Marketing Awards gala.*

Lisa Ettipio  
Nickel City Property Management LLC  
(chair)

Greta Biersbach  
AW Miller Technical Sales

Michaela LaJoie  
Westin Buffalo

Nicole Meisenburg  
Buffalo Business First

Jill Pawlik  
Lehigh Construction

## PROGRAMMING

*The Programming Committee plans our monthly meetings and seminars.*

Samantha Willhauck  
Vision Financial Group  
(vice president)

Michael Belin  
Nacre Consulting LLC

Paul Chisholm  
Plan Administrators

Michaela LaJoie  
Westin Buffalo

Madeline Mulholland  
Resurgence Brewing Company

## MEMBERSHIP

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

Greg Hennessey  
Marketing Tech (vice president)

Michael Belin  
Nacre Consulting LLC

Chelsea Heary  
Netrio

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 (chair)

Katie Babcock  
Junior Achievement of WNY

Alex Hellert  
Insurance Associates Marketplace

Michaela LaJoie  
Westin Buffalo

Dave Rechin, Jr.  
Three Sixty

## 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 (vice president)

Katie Babcock  
Junior Achievement of WNY

Laura Miller  
MATTERS Network

Samantha Vail  
Red Sage Communications

Abbey Tetrault and Nadia Jamal  
UB student interns

# EXECUTIVE NEWS

## MESSAGE FROM THE OUTGOING PRESIDENT



As my term as President of BNSME comes to a close, I've been reflecting on this past year and my years with the organization.

When I first became a BNSME member back in 2017, I quickly saw the value of a community committed to learning, growing, and helping each other get better. As Executive Growth Strategist at Nacre Consulting, my time is spent helping businesses think through how they grow, lead, and build stronger teams. Growth does not happen by accident. It takes the right people, the right conversations, clear purpose, and a commitment to learning, change, systems, processes, and follow-through. When I stepped into the role of President, my message was simple: get involved, show up, and lead with us.

Over the past year, that message came to life through our events, programming, speakers, presenters, sponsorships, partnerships, and member engagement. Together, we created opportunities for professionals across WNY to learn from one another, exchange ideas, sharpen their skills, build relationships, and grow as leaders.

This year gave us a lot to be proud of. We had the privilege of honoring Donald Boyd, President and CEO of Kaleida Health, as our Executive of the Year. It was a tremendous evening and a strong reminder of the leadership, impact, and business excellence we have right here in Buffalo NY. We also unveiled a new BNSME logo, which represents more than a refreshed visual identity. It reflects the continued evolution of the organization and our commitment to keeping BNSME relevant, valuable, and forward-looking for current and future members.

As we head into summer, the 31st Annual BNSME Golf Outing, held in partnership with Junior Achievement of WNY, will take place on Thursday, June 18 at Diamond Hawk Golf Course. It is always a great day of golf, networking, food, prizes, and community support, while continuing our relationship with Junior Achievement and supporting the important work they do.

None of this happens because of one person. Thank you to our board members, committee chairs, and committee members for their time, leadership, and energy. BNSME is volunteer-driven, and the work behind the scenes makes our events, programming, and member experience possible. I also want to welcome our new board members and thank them for stepping forward.

A wholehearted thank you to Jeanne Hellert, whose leadership, organization, and steady hand keep BNSME moving forward.

I'm excited to hand the role of President to Pierre Aubertin, someone I've known for almost 22 years and respect tremendously. He brings experience, steady leadership, and genuine commitment to BNSME. I have full confidence in his ability to lead BNSME into its next chapter.

Thank you to everyone who supported me, especially Jason Pearl, Brian Buhr, and most importantly my wife, Chris Belin. Thank you to our membership for attending events, bringing guests, joining committees, sponsoring programs, sharing ideas, and helping make BNSME stronger.

“ My encouragement remains the same:  
**Get involved. Show up. Lead with us.** ”

BNSME membership is more than attending events. It is an investment in your growth, relationships, team, and organization's success.

I'm grateful to have served as President and excited to continue supporting BNSME in its next chapter.

To continued growth and success,

*Mike*

**Mike Belin | President, BNSME (2025-2026)**  
Executive Growth Strategist  
Nacre Consulting LLC



Buffalo Niagara Sales & Marketing Executives

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**P.O. Box 1185, Orchard Park, NY 14127**  
**bnsme.org | 716.662.2279**



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# 31<sup>ST</sup> ANNUAL GOLF OUTING TO BENEFIT JUNIOR ACHIEVEMENT OF WNY

Thursday, June 18th at Diamond Hawk Golf Course



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 Thursday, June 18th. Our shotgun start is at 11 a.m., so you can get your holiday weekend off to a great start! Following golf, we will have an open bar, dinner, prizes, plus our silent and ticket auctions.

Our Silent auction includes an autographed James Cook jersey; a stay at Vineyard Vines, Jill Pawlik's lake house on Seneca Lake; golf at Park Country Club; some great overnight packages at local hotels, and more!

A huge thank you to our sponsors this year: Title: Vision Financial Group, a Mass Mutual Company; Cart: Delta Air Lines; Spirit of Competition: Uniland Development Company; Cocktail Sponsor: PremCom; Dinner Sponsors: EY, Netrio, Three Sixty, Welke Customs & Logistics, Withum; 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 are in need of sponsors, golfers, and prize donations! If you are not a golfer, we invite you to volunteer or attend our open bar and dinner. To learn more, contact our Golf Chair, Megan Davis, [megan@welke.com](mailto:megan@welke.com)

We look forward to seeing you in June!

## WE ARE SO GRATEFUL TO OUR GOLF SPONSORS:

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# A LOOK BACK AT THE 2026 EXECUTIVE OF THE YEAR AND ELITE SALES & MARKETING AWARDS

APRIL 27, 2026 AT SALVATORE'S



Display of the 2026 Executive of the Year and Elite Sales & Marketing awards



BNSME president, Mike Belin from Nacre Consulting with awards gala chair, Jill Pawlik, Lehigh Construction Group and co-chair, Lisa Ettipio, Nickel City Property Management



Greta Biersbach from A.W. Miller Technical Sales with Jen Georger, Sealing Devices and Michaela LaJoie, The Westin Buffalo



Samantha Vail from Red Sage Communications with Laura Miller, MATTERS Network



Our friends from Hilbert College celebrated the evening with us.



Former Collegiate Sales & Marketing scholarship award recipient, Sarah Lynch, M&I Bank with BNSME VP Education, Lindsey Zajac from Ascendant



Pam Vetrano from Highmark with our MC, Heather Ly Wesolek of Kaleida Health



Aaron Regdos from 716 Cleanup and Restoration with Samer Hanash, Haus Capital Corporation



Party people! Nicole Bateson, Buffalo Marriott Niagara; Todd Zimmerman, Sodexo; Matt Carlucci, ARCA Supply; Samantha Willhauck, Vision Financial; Ann Marie Taft, Buffalo Marriott Niagara; Dave Rechin, Jr, ThreeSixty; Michaela LaJoie, The Westin Buffalo



John Tebeau, Buffalo Business First



From Buffalo Business First, Sally Luczak and Jennifer Houle



2026 award recipients: Sally Luczak, Buffalo Business First; Ryan Weisz, Uniland Development Company; Robin Davis-Frey, Kelton Enterprises, LLC; Michael Monforte, West Herr Automotive Group; Don Boyd, Kaleida Health; Matthew Farina, West Herr Automotive Group; Stephanie Newberger, University at Buffalo; Steve Kottakis, Nickel City Property Management; Matthew Hamed, Tops Friendly Markets



Ann and Don Boyd



Don Boyd is congratulated by the 2009 Executive of the Year, Scott Bieler, West Herr Automotive Group



Lindsey Zajac and Mike Belin present the Collegiate Sales & Marketing Scholarship Award to Stephanie Newberger, University at Buffalo



Our MC for the evening:  
Heather Ly Wesolek of Kaleida Health



Jill Pawlik and Mike Belin present the Elite Sales & Marketing award to Steve Kottakis, Nickel City Property Management



Elite Sales & Marketing Award recipient Marthaw Hamed from Tops Friendly Markets



West Herr's award recipients Michael Monforte and Matthew Farina



Heather Ly conducted an on-stage interview with Don Boyd



Our Presenting sponsor Beth Hollis from West Herr presented the 2026 Executive of the Year award to Don Boyd of Kaleida Health along with Jill Pawlik and Mike Belin.



Don Boyd's wife Ann and son Aidan were among many of Don's supporters in attendance at the awards gala

# BNSME BOARD INSTALLATION

MAY 18, 2026 AT JAZZBOLINE



Alex Hellert, Insurance Associates Marketplace with Samantha Willhauck, Vision Financial, Liam O'Mahony, Brothers of Mercy Wellness Campus and Jill Pawlik, Lehigh Construction Group



BNSME past president Nicole Meisenburg from Buffalo Business First



BNSME Hall of Fame member Francine Brooks



Incoming BNSME president Pierre Aubertin of ConEquip



Pierre Aubertin is sworn in as the 2026-2027 BNSME president and receives his gavel from Mike Belin



The newly installed 2026 - 2027 BNSME Board of Directors



Michael Davern from Incept presented "Swear Off The Slop: A Practical AI Framework for Sales and Marketing Leaders"



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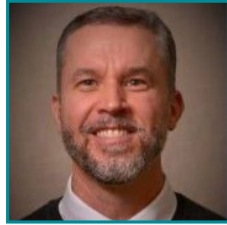
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# INTRODUCING THE BNSME 2026-2027 BOARD OF DIRECTORS



**John Adams**  
President/Senior Consultant  
The Too Tall Franchise Group  
DIRECTOR



**Pierre Aubertin**  
Director of Customer  
Development  
ConEquip  
PRESIDENT



**Mike Belin**  
Executive Growth Strategist  
Nacre Consulting LLC  
IMMEDIATE PAST  
PRESIDENT



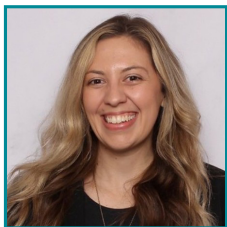
**Matt Carlucci**  
Director of Sales  
ARCA Supply  
DIRECTOR



**Megan Davis**  
Global Trade Advisor  
Welke Customs Brokers USA  
DIRECTOR



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



**Chelsea Heary**  
Account Executive  
Netrio  
DIRECTOR



**Jeanne Hellert**  
Owner  
JEH Consulting  
BNSME EXECUTIVE  
DIRECTOR



**Greg Hennessey**  
Account Director  
Marketing Tech  
VP MEMBERSHIP



**Frank LaNasa**  
Vice President of Sales  
Activate Care  
DIRECTOR



**Courtney Lynn**  
Commercial Insurance Advisor  
Weed Ross  
DIRECTOR



**Nicole Meisenburg**  
Account Manager  
Buffalo Business First  
DIRECTOR



**Liam O'Mahony**  
Director of Marketing  
The Brothers of Mercy Wellness  
Campus  
DIRECTOR



**Jill Pawlik**  
Marketing and  
Communications Director  
Lehigh Construction Group  
DIRECTOR



**David Rechin Jr.**  
Account Executive  
ThreeSixty  
DIRECTOR



**Fran Vaughan**  
CEO  
FMV Tax Professionals  
TREASURER



**Samantha Willhauck**  
Marketing Coordinator  
Vision Financial Group  
VP PROGRAMMING



**Kyle Wojciechowski**  
Founder  
Splendid Strategy  
DIRECTOR

# WHAT OUR MEMBERS ARE SAYING ABOUT THEIR EXPERIENCE WITH



**Dave Rechin, Jr.**  
Account Executive  
ThreeSixty

BNSME is a really solid group of business professionals from all across Western New York who are looking to grow both professionally and personally. What I like most is that it's not a huge time commitment — everyone understands people have busy schedules, so the environment is flexible and accommodating.

The group brings in some great speakers and industry leaders who share real insight on trends, sales, marketing, leadership, and business development. We also meet monthly at different spots around Buffalo, which makes it fun to check out new restaurants and venues while networking with people from different industries.

More than anything, though, it's just a good group of genuine people in a low-pressure environment where you can build relationships, learn something new, and potentially open doors to new opportunities and friendships.



# WELCOME NEW MEMBER



**Leah Mueller**  
Visit Buffalo and Buffalo  
Sports Commission

**Bobby Stuff**  
MEMBERSHIP MANAGER



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31ST ANNUAL  
**GOLF  
OUTING**  
THURS JUNE 18  
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

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