

ELECTION BALLOT

2011 ANNUAL MEETING NOTICE

Please join us at 11:30 a.m. on November 15 at Chef's Restaurant on Seneca Street for the PRSA Buffalo Niagara Chapter's annual business meeting and the election of next year's board of directors. Details are available at www.prsabuffaloniagara.org.

Listed below is the proposed slate for our 2012 Board:

PRESIDENT ELECT (1-year term)

Yes No Other _____

John DellaConrada has more than 20 years experience in public relations. He is assistant vice president in the University at Buffalo's Office of Communications, where he leads UB's media relations team and helps direct the university's digital communications, crisis communications and issues management. John has been active in PRSA since 2000, serving on the board for the past two years as assembly delegate and previously as secretary. He was on the chapter's Program, Excalibur and Northeast District Conference committees, and received the chapter's Platinum Excalibur award in 2005 for media relations. He has a Bachelor of Arts in English from SUNY Oswego and a Master of Science in communications management from Syracuse University's S.I. Newhouse School of Public Communications.

TREASURER (1-year term)

Yes No Other _____

Jacqueline Ghosen, APR, is an assistant dean and director of communications for the University at Buffalo School of Management, where she is responsible for public relations, media relations and strategic oversight of the school's digital and print communications. She is also senior editor of the school's alumni magazine. Active in PRSA since 2002, and recipient of 15 Excalibur awards, Jackie has served on the board since 2009 as president-elect, president, Northeast District liaison and Nominating committee chair. She has worked for seven years on the Membership committee, currently as co-chair, and volunteers as an Excalibur judge and APR readiness review panelist. She holds a Bachelor of Science in business from Medaille College and an MBA from the UB School of Management.

SECRETARY (1-year term)

Yes No Other _____

Kevin J. Manne is the new media specialist for Genesee Community College, where he leads communication efforts across social media, blogging, Web and other emerging mediums. He previously served as communications and public relations specialist at Catholic Charities of Buffalo. Kevin graduated with a bachelor's degree in public communications from Buffalo State College, where he was a member of the Communication Honor Society and recipient the Estelle M. Engel Memorial Scholarship for writing. A PRSA member since 2009, Kevin serves on the chapter's E-communications committee and was awarded the May C. Randazzo Scholarship in 2007. In 2009, he was awarded the Platinum Excalibur award for a Web-based internal staff newsletter for Catholic Charities.

DIRECTOR-AT-LARGE (3-year term)

Yes No Other _____

Jennifer Gallardo is the director of public relations and marketing at the Alzheimer's Association, Western New York Chapter. She is responsible for all external communications including media relations, social media and publications as well as assisting with internal communications, event planning, strategic planning and website management. Since joining PRSA in 2007, Jennifer has served on the PRSSA Liaison committee and currently chairs the Program committee. She was named Rising Star at the 2011 PRSA Excalibur awards, where she also took home a gold Excalibur award in the newsletter category. She graduated from Duquesne University, where she was a dual major in integrated marketing communications and English.

ASSEMBLY DELEGATE (To fill 3rd year of vacated 3-year term)

Yes No Other _____

Lori A. Allan joined the Buffalo Niagara PRSA Chapter in 1999 and has served as chapter treasurer since 2010. She has been a member of the Excalibur Awards committee since 2005, serving as chair in 2009 and co-chair in 2008 and 2010. Currently the executive assistant to the publisher and president of the Buffalo News, Lori has served in public relations management roles at both the Orchard Park Central School District and Child & Family Services. In addition, she is an active PR volunteer with Susan G. Komen for the Cure. Lori holds a bachelor's degree in public communications and a master's degree in multi-disciplinary studies, both from Buffalo State College.

ASSEMBLY DELEGATE (3-year term)

Yes No Other _____

Jessica Manocchio is a communications specialist for Rich Products, where she helps to provide strategic and tactical support for various internal and external communication initiatives for the company, both locally and globally. She previously worked as a corporate communications associate for National Fuel Gas Company. Jessica has a bachelor's degree in journalism and mass communications with a minor in marketing, and a master's degree in integrated marketing communications, all from St. Bonaventure University. She is an active member of the PRSA Buffalo Niagara and the 2010 recipient of the chapter's Rising Star award. She has served on the Program and Excalibur committees, most recently as chair of the latter.

LIAISON TO PRSSA CHAPTERS (1-year term)

Yes No Other _____

Kate LaBrake is the director of marketing communications at St. Joseph's Collegiate Institute. She is responsible for brand management, internal and external communications, marketing support, media relations and advertising for the private school. Since joining PRSA in 2008, Kate has received 16 Excalibur awards for excellence in the field, including a Platinum award in 2011. She joined the board in 2011 as PRSSA Liaison and also serves on the chapter's Membership committee. Kate was previously the public relations manager for the Health Association of Niagara County Inc. She graduated summa cum laude with a bachelor's in public communications from Buffalo State College, where she was named the Outstanding Student in Public Communication in 2008.

The following individuals will round out our 2012 Board, completing their terms as previously elected.

PRESIDENT

Virginia A. McAuliffe is the Marketing & Enrollment Coordinator for Complete Senior Care, where she oversees the program's outreach efforts and manages the participant intake process. Previously she was director of communications for The Hamister Group, where she coordinated employee and crisis communications, and social media/Web initiatives for 14 health care and hospitality properties. She also worked as communications project manager at Roswell Park Cancer Institute where she was responsible for internal communications and public affairs projects. From 2002-09, Virginia managed the PR efforts for Univera Healthcare's community health initiatives including design and implementation of outreach programs, development of strategic PR plans, and collaboration with the media to develop effective public health messages. She received the chapter's Rising Star award in 2005, and has served on the board as president-elect, PRSSA liaison, treasurer and Finance committee chair. She also has served on the Excalibur and Sponsorship committees.

PAST PRESIDENT

John C. Senall is the director of development communications at Roswell Park Cancer Institute, responsible for public relations and marketing for the Institute's fundraising efforts. A University at Buffalo graduate, he worked previously as the director of PR and development for the Buffalo Federation of Neighborhood Centers and as a copywriter/creative services manager for Sinclair Radio. John has been active in the Buffalo Niagara PRSA chapter since 2000. He has served on the board most recently as president and previously as president-elect, assembly delegate, secretary and Northeast District liaison. He is also the current chair of the Diversity committee. His past committee leadership includes serving as co-chair of the Membership committee.

DIRECTOR-AT-LARGE (3rd year of 3-year term)

John Fisher is director of public relations for Independent Health. He is responsible for providing public relations counsel and oversight of communications for programs and initiatives regarding members, employers, brokers, physicians and other health providers. John joined PRSA in 2001 and has served on the chapter's Membership and Program committees, in addition to his current role on the board of directors and his previous role of chapter treasurer for two years.

DIRECTOR-AT-LARGE (2nd year of 3-year term)

Tony Astran is the publicity manager for Seneca Gaming Corporation and has more than nine years experience in the public relations industry. A PRSA member since 2005, he joined the board in 2009, serving as secretary for two years before becoming a director-at-large. He is also chair of the E-communications committee. He graduated magna cum laude from Loyola University Chicago with a bachelor's degree in communication and a minor in marketing. In 2010, he earned an advanced certificate in public management with a 4.0 GPA from Buffalo State College and is continuing his studies toward a master's degree in public administration.

Elections will be held at the annual meeting. If you are unable to attend, complete this proxy form to vote for the candidates of your choice and return it to: PRSA, Buffalo Niagara Chapter, P.O. Box 1114, Buffalo, NY 14225 by November 7. If you wish to nominate another candidate, please contact Jackie Ghosen, APR, Nominating committee chair, at 716-645-2833 or ghosen@buffalo.edu.

Signature

Date