

ELECTION BALLOT

2013 ANNUAL MEETING NOTICE

Please join us 11:30 a.m. on Wednesday, Nov. 20, at Templeton Landing 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 2014 Board:

PRESIDENT-ELECT (1-year term, but a three-year commitment)

Yes No Other _____

Jennifer Gallardo is an account coordinator, corporate communications for Independent Health. Since joining the chapter in 2007, Jennifer has served on the PRSSA liaison and program committees. She served as program committee chair for several years and currently serves on the board as a director-at-large. She was named the chapter's Rising Star at the 2011 Excalibur awards, where she also took home a gold award in the newsletter category. Prior to joining Independent Health, she was the director of public relations and marketing at the Alzheimer's Association, Western New York Chapter. She graduated cum laude from Duquesne University, where she received a bachelor's degree in integrated marketing communications and English.

TREASURER (1-year term, with option to be re-elected for a second year)

Yes No Other _____

Liam O'Mahony, APR is the communications manager at Rich Products Corporation. Prior to joining Rich Products, he was the interactive marketing and communications strategist at Medaille College and, from 2008-2012, served as the information specialist for the City of Chandler (Arizona) Community Services Department. He has also worked for the Chicago Bulls, Seattle SuperSonics, Seattle Storm and Off Madison Ave in Phoenix. Liam earned his APR in 2011 and ABC in 2012. He is a graduate of Cornell University with a bachelor of science in communication and earned his M.B.A. with a marketing emphasis from the W.P. Carey School of Business at Arizona State University.

SECRETARY (1-year term; continuing role for a second year)

Yes No Other _____

Elizabeth Silverman is the communications manager for SUNY Buffalo State's Alumni Association. She was previously a search engine optimization strategist at LocalEdge, public relations specialist at Gateway-Longview, online sales and marketing coordinator for WGRZ-TV and communications coordinator for the Town of Hamburg Recreation Department. Beth, who received the chapter's Rising Star Award in 2013, is the current chapter secretary and the co-chair of the E-communications committee. She served on the chapter's Excalibur awards committee in 2010 and 2011. Beth joined the chapter in 2009 and is a magna cum laude graduate of the University at Buffalo with a bachelor's degree in communication. She volunteers with community organizations including the Buffalo Marathon.

DIRECTOR-AT-LARGE (3-year term)

Yes No Other _____

Diane Zwirecki, APR is principal and owner of Plans for Success, specializing in communications plan development and the implementation of strategic communications tools to reach targeted internal and external audiences. Diane established Plans for Success in 2012. Prior to that, she spent more than 30 years in corporate and not-for-profit public relations, communications and marketing. She was communications manager for Goodyear Tire & Rubber for nine years, based at the company's Dunlop Tire facility in Tonawanda. Prior to that, she was public relations manager at Kaleida Health and assistant director of public relations at Sisters Hospital, Buffalo. A 1980 graduate of St. Bonaventure University, Diane earned her APR accreditation in 2000 and has been an active member of the chapter since 1997.

LIAISON TO PRSSA CHAPTERS

(1-year term, with option to be re-elected for up to 3 consecutive years)

Yes No Other _____

Therese J. Hickok is the vice president of marketing and engagement at the Buffalo Niagara Partnership where she is responsible for building and maintaining relationships with the organization's constituencies including media, customers, prospects, economic development and municipal offices and community leaders. Therese also works to improve Partnership member satisfaction and identify regional issues related to government advocacy, economic and business development and convening. Therese was previously the senior marketing manager at Uniland Development Company and has held positions with HealthNow New York, Buffalo Niagara Enterprise, E3 Communications, Buffalo Economic Renaissance Corporation and the Empire Sports Network. She has been a chapter member for 12 years and has served on the membership and diversity committees. Therese is a graduate of Canisius College and received her master's degree in public relations management from SUNY Buffalo State.

The following individuals will round out our 2014 Board, completing their terms as previously elected.

PRESIDENT (1-year term)

Tony Astran is the publicity manager for Seneca Gaming Corporation and has more than 12 years' experience in the public relations industry. A PRSA member since 2005, Tony joined the board in 2009, serving as secretary for two years before becoming a director-at-large. He is wrapping up a five-year tenure as chair/co-chair of the E-communications committee and is currently chair of the sponsorship 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 from SUNY Buffalo State and is continuing his studies toward a master's degree in public administration.

PAST PRESIDENT

John Della Contrada has more than 20 years' experience in public relations. He is an 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 communication, internal communications and issues management. John has been active in PRSA since 2000, serving on the board for two years as assembly delegate and previously as secretary. He has served on the chapter's programming, 50th Anniversary, Excalibur and Northeast District Conference committees. John 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.

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

Kevin Manne, APR is assistant director of communications for the University at Buffalo School of Management. He has been a member of the PRSA Buffalo Niagara chapter for four years, has served on the board of directors for the past three years, and is a past member of the chapter's E-communications committee. He is a magna cum laude graduate of SUNY Buffalo State. Prior to joining UB, Kevin worked as new media specialist for Genesee Community College. He began his public relations career as communications and PR specialist at Catholic Charities of Buffalo.

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

Olivia Beller is the community affairs director at Univera Healthcare, a Buffalo-based health plan. She has over 15 years' experience in public relations, event planning and project development. Olivia has served as a director-at-large for the PRSA board of directors for the past year, is the current co-chair of the diversity committee, a previous chair and member of the sponsorship committee and a reciprocal judge for the Excalibur awards. Olivia has won multiple PRSA Excalibur Awards for the community health initiatives she has developed. She has a bachelor of arts in communications from SUNY Buffalo State and is also a certified grant writer.

ASSEMBLY DELEGATE (2nd year of 3-year term)

Kate LaBrake is the director of marketing communications at St. Joseph's Collegiate Institute. Since joining PRSA in 2008, Kate has received 18 Excalibur awards for excellence in the field, including two Platinum awards. She joined the board in 2011 as PRSSA Liaison, serves on the chapter's membership committee and was a member of the chapter's 50th Anniversary 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 degree in public communications from SUNY Buffalo State, where she was named the Outstanding Student in Public Communication in 2008.

ASSEMBLY DELEGATE (3rd year of 3-year term)

Jessica Christensen is a communications specialist for Praxair, Inc. where she provides strategic and tactical support for the Global Procurement and Materials Management department's internal communications initiatives. Prior to this role, Jessica worked as a communications specialist for Rich Products Corporation for nearly three years and as a communications associate for National Fuel Gas Company for four years. A member of PRSA since 2006, Jessica has been a member of the chapter's programming and Excalibur planning committees, recently completing a three-year commitment as the Excalibur committee chair. Jessica holds a bachelor's degree in journalism and mass communication and a master's degree in integrated marketing communications from St. Bonaventure University.

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 18, or email the form to mcauliffe@completeseniorcare.org.

Signature

Date