

ELECTION BALLOT

2016 ANNUAL MEETING NOTICE AND BALLOT

Chapter elections will be held at the Annual Meeting Celebration, held on November 16 at the Hilton Garden Inn in Buffalo. Registration is required.

If you are unable to attend the meeting, complete this proxy form and email it by November 14 to the Nominating Committee at jgallardo@rich.com.

Listed below is the slate for our 2017 chapter board:

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

Yes No Other _____

Devon Slobodzian began her career at Gelia as a public relations account coordinator, growing to public relations account manager prior to her current position as copywriter. She graduated summa cum laude from SUNY Buffalo State in public communications and was a member of the All College Honors Program. While at Buffalo State, she was a finalist for the presidential and chancellor's award and made the Who's Who List for American Colleges and Universities. Slobodzian volunteers for various other organizations including Junior Achievement of Western New York. She was recently named our chapter's Rising Star, has already won two platinum Excalibur awards and received several other golds and silver Excaliburs and ADDY awards from the Advertising Club of Buffalo.

TREASURER (1-year term)

Yes No Other _____

Justina Fetterly is the director of communications and development for the Charter School for Applied Technologies (CSAT). Justina interned as a college senior at CSAT and became communications coordinator upon graduation in 2010. She became director of communications in 2012 before obtaining her current position. She received the chapter's Rising Star Award in 2015, and is currently treasurer of the PRSA Buffalo Niagara Chapter. Justina has served on the Excalibur Awards Committee since she joined the chapter in 2010. She has also served on the programming and membership committees, and graduated from SUNY Buffalo State with a degree in public communications and writing.

SECRETARY (1-year term)

Yes No Other _____

Stacy VanBlarcom is the communications manager for Lifetime Health Medical Group. In her decade-plus public relations career, Stacy has aimed to exemplify the best of the profession, building relationships between organizations and their audiences that bring tangible benefits to all involved. She is co-chair of the chapter's E-Communications Committee and acts as a consultant for several local organizations, including Verve Dance Studio and Learning Choices Network. A longtime dancer and now professional "B-Girl" with Verve's Differential Flava Crew, Stacy is an active member of Buffalo's art and Hip Hop communities. She is also a teacher at Verve, guest lecturer at Monroe Community College, and previously spent several years on the PR Committee for The Steadfast Foundation's Catwalk for Charity.

DIRECTOR-AT-LARGE (3-year term)

Yes No Other _____

Rose C. Caldwell joined Catholic Charities of Buffalo as Communications and Public Relations Director in 2002. She previously served in the Public Relations Departments of Buffalo General Hospital and then Kaleida Health. After earning a bachelor's degree from SUNY Buffalo State College, she worked as a reporter and then editor with area weekly newspapers. She received the May C. Randazzo Outstanding Practitioner of the Year award in 2014, has received several Excalibur awards and participated in an Excalibur Awards task force in 2014.

LIAISON TO PRSSA CHAPTERS (1-year term)

Yes No Other _____

Marcene Robinson is news content manager at the University at Buffalo and has more than four years of experience in the public relations field. A chapter member since 2013, he has served on the Board as PRSSA Liaison for two years. Marcene has received several awards, including gold Excalibur Awards in media relations in 2014 and 2015, as well as the Carl R. Allen Memorial Scholarship from *The Buffalo News* and the Buffalo Association of Black Journalists. He graduated cum laude from the University at Buffalo with a bachelor's degree in English.

ASSEMBLY DELEGATE (To fill 2nd year of vacated 3-year term)

Yes No Other _____

Mike Barone brings 22 years of experience to lead the Buffalo office of Tipping Point Communications, an 11-year-old marketing communications agency headquartered in Rochester. Before joining Tipping Point, Mike was the Director of Marketing and Communications for the State University of New York at Fredonia, where he led all of the university's major marketing efforts, including a university-wide rebranding initiative. Prior to Fredonia, he spent 13 years with Travers Collins & Company, where he rose to the level of vice president. Mike has received numerous industry awards, including three "Best of Show" honors from the Buffalo Niagara Chapter of PRSA. He is also a former President of the chapter, which honored him in 2011 as its Outstanding Practitioner of the Year. In 2010, he was named by Business First as one of its "Forty Under 40." Mike holds a bachelor's degree from Cornell University in Communications with a concentration in Economics, as well as a master's of Business Administration degree from the University at Buffalo.

The following individuals were previously selected to serve on the 2017 PRSA Buffalo Niagara Chapter Board.

PRESIDENT (*1-year term*)

Beth Silverman, communications manager for Buffalo State's Alumni Association, is currently president-elect on the Board. She also is in her third year as co-chair of the chapter's E-Communications Committee and is one of two professional advisors to Buffalo State's chapter of the Public Relations Student Society of America. Beth, who joined the chapter in 2009 and received the Rising Star Award in 2013, previously served two years as chapter secretary, assembly delegate, and as an alternate delegate to the Assembly in 2013 and 2014. She served on the chapter's Excalibur Awards committee in 2010 and 2011. She is a frequent speaker on social media and public relations topics to college public relations classes and PRSSA students.

PAST PRESIDENT (*1-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 since 2009, has served on the board of directors for the past five years and is a past member of the chapter's E-Communications Committee. His work has earned awards from a number of professional organizations, including PRSA Buffalo Niagara, SUNYCUAD and NCMPR. Prior to joining UB, Kevin worked as new media specialist for Genesee Community College and as communications and PR specialist for Catholic Charities of Buffalo. He is a magna cum laude graduate of SUNY Buffalo State and is currently enrolled in the UB School of Management's Professional MBA program.

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

Michelle Blackley Glynn is the owner and chief creative officer of Full Plate Publicity, a full-service, lifestyle publicity firm with offices in Buffalo and Naples, Fla. She is currently PRSA Buffalo Niagara's Sponsorship Committee chair and serves on the board of directors as a director-at-large. Michelle has worked more than 10 years in communications, including a career in publicity representing the book publishing industry in New York City and in the press office for the Labour Party of Ireland. Prior to that, she was a newspaper journalist in Rochester and continues to write on a freelance basis. Michelle is also an adjunct instructor at Niagara University's College of Tourism and Hospitality and in the Communication Department at Buffalo State College. She is on the board of directors at Lockside Art Center and on the digital marketing committee at the Kenan Center. Michelle is also the host of "Pearls, Plates and Planes" and "Access to Government" on LCTV and 90.5 FM. She has a Master of Arts in speech and interpersonal communication from New York University.

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

Matthew Biddle is assistant director of communications at the University at Buffalo School of Management. His work in public relations has been honored by PRSA, SUNYCUAD and the Council for Advancement and Support of Education (CASE). A chapter member since 2014, Matt serves as co-chair for the programming committee. In addition, he is a freelance writer for such publications as Buffalo Spree, Buffalo Magazine and The Buffalo News. Matt graduated magna cum laude from Ithaca College.

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

Julie Kopfer, APR, is the program coordinator for the University at Buffalo School of Pharmacy and Pharmaceutical Sciences Department of Pharmacy Practice. She serves as advocacy chair and an assembly delegate for the chapter and previously served as APR chair. Julie's volunteer public relations activities include work for the American Diabetes Association, the Kidney Foundation of Western New York, and the March of Dimes. She earned her bachelor's degrees in political science and communications from Allegheny College, a master's degree in public relations from Syracuse University, and is accredited in public relations.