

ELECTION BALLOT

2017 ANNUAL MEETING NOTICE AND BALLOT

Chapter elections will be held at the Annual Meeting Celebration, held on November 15 at Coles in Buffalo. Registration is required.

If you are unable to attend the meeting, complete this proxy form and email it by November 13 to the Nominating Committee at kjmanne@buffalo.edu.

Listed below is the slate for our 2018 chapter board:

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

Yes No Other _____

Stacy VanBlarcom, APR, is the communications manager for Lifetime Health Medical Group. As an accredited and established public relations practitioner, Stacy aims to exemplify the best of the profession, building relationships between organizations and their audiences that bring tangible benefits to all involved. She is secretary of the PRSA Buffalo Niagara board, and chair of the chapter's E-Communications committee. Stacy acts as a Public Relations consultant for several local organizations and artists, most notably Verve Dance Studio. A longtime dancer and now professional "B-Girl" with Verve's Differential Flava Crew, Stacy is also a teacher at Verve, and an active member of Buffalo's art and Hip Hop communities. She volunteers as a guest lecturer at Monroe Community College, and previously served for several years on the PR Committee for The Steadfast Foundation's Catwalk for Charity.

TREASURER (1-year term)

Yes No Other _____

Michael Freedman is the associate director of public relations and manager of online content for Niagara University. He has been a member of the PRSA Buffalo Niagara Chapter since 2009, serving as treasurer in 2017 and as a member of the chapter's E-Communications Committee since 2012. A recipient of the Buffalo Niagara Partnership's Spotlight Professional Award and a member of Niagara County's inaugural 12 Under 40 class, Mike also serves on the boards of the Niagara River Region Chamber of Commerce and the Center of Renewal at Stella Niagara. Mike, in addition to his work with PRSA, is a member of the marketing/communications committees for Leadership Niagara and the Heart, Love and Soul food pantry. Prior to joining Niagara, where he also is an adjunct professor and co-advisor of the Public Relations Student Society, Mike served as director of communications at St. Joseph's Collegiate Institute and Artpark. He holds a bachelor's degree in communications from SUNY Geneseo and an MBA in strategic marketing from Niagara University.

SECRETARY (1-year term)

Yes No Other _____

Sarah Miller is the public relations coordinator for Quinlan, a digital advertising agency in Amherst. She has been a member of PRSA Buffalo Niagara since 2015, and has served as co-chair on the PRSSA Liaison committee for the past two and a half years. Prior to joining Quinlan, Sarah worked as a freelance marketing professional after receiving her Master of Science in public relations management from SUNY Buffalo State. She was also an active member of the University at Buffalo's PRSSA chapter before graduating with her Bachelor of Arts in communication.

DIRECTOR-AT-LARGE (3-year term)

Yes No Other _____

Grace Gerass is a content marketing specialist at Quinlan, a local advertising agency. She's been a member of the PRSA Buffalo Niagara Chapter since 2015 and has served as a director-at-large on the board of directors since May 2016. She's also an active member of the PRSSA Liaison Committee, where she has helped plan programs for local students and young professionals. Grace graduated from SUNY Fredonia magna cum laude with a degree in communication - public relations and minors in business administration and leadership studies. During her time at Fredonia, she was the president of the college's PRSSA chapter and was awarded the May C. Randazzo Memorial Scholarship.

ASSEMBLY DELEGATE (3-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 three 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.

LIAISON TO PRSSA CHAPTERS (1-year term)

Yes No Other _____

Nick Maxwell is an associate research coordinator for Edelman Intelligence, the largest privately owned PR firm in the world. Nick specializes in quantitative research and works with Fortune 500 companies including Facebook, Adobe and Samsung. He has been a member of PRSA Buffalo Niagara for more than a year and is a member of the organization's Young Professionals Committee. A recent college graduate, Nick served as vice president of SUNY Buffalo State's PRSSA chapter, where he was a recipient of the chapter's Peak Performer award. Nick prides himself on being active in his community, volunteering with Challenger Sports Rochester and HOBY NY West.

The following individuals were previously selected to serve on the 2018 PRSA Buffalo Niagara Chapter Board.

PRESIDENT (*1-year term*)

Devon Jerla currently serves as marketing specialist for the University at Buffalo. She began her career at Gelia as a public relations account coordinator, growing to public relations account manager and copywriter. She graduated summa cum laude from SUNY Buffalo State in public communications and was a member of the All College Honors Program and a finalist for the presidential and chancellor's awards. Jerla volunteers for various other organizations including Junior Achievement of Western New York. She was recently named our chapter's Rising Star, has already won three platinum Excalibur awards and received several other gold and silver Excaliburs and ADDY awards from the Advertising Club of Buffalo. As a member of our organization, she has served various roles on the Excalibur Awards committee for the past six years and was our board's assembly delegate before her current position as president-elect.

PAST PRESIDENT (*1-year term*)

Beth Silverman Gruber, web coordinator for Delaware North, is currently president of the board. She served three years as co-chair of the chapter's E-Communications Committee, and served as a professional advisor 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 president-elect, 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.

DIRECTOR-AT-LARGE (*3rd 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 regional publications, including Buffalo Spree and Buffalo Magazine. Matt graduated magna cum laude from Ithaca College.

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

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. Caldwell also serves on the Seneca Street Community Development Corp. board.

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

Mike Barone brings 23 years of experience to lead the Buffalo office of Tipping Point Communications, an 12-year-old marketing communications agency with offices in Buffalo and Rochester serving clients across the state and beyond. Mike has also served as 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. He began his career 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.