



## **Education**

The present hyper-competitive marketplace, as defined by constant technological changes, globalization, ongoing innovations, shorter product and service life-cycles, and unpredictable world events, demands that marketing and sales professionals constantly increase their knowledge and hone personal skills.

### **BNSME**

The Buffalo Niagara Sales and Marketing Executives provides multiple educational opportunities to ensure that our members remain peak performers in their chosen field. These include: regularly scheduled seminars, peer networking, our magazine: *Executive News*, special events featuring renowned speakers, and monthly meetings at which proven experts in marketing and sales share their insights. Each event is designed to maintain a member's professional competitive advantage.

### **Next Generation**

Furthermore, BNSME is committed to developing the next generation of marketing and sales professionals. College juniors and seniors, planning a career in marketing and/or sales, share a day with one of our members for real-world experience through our annual Student Day in the Field program. Members are active with the local college chapters of Pi Sigma Epsilon, participate as instructors in the grammar and secondary school Junior Achievement programs and offer their time and expertise for events sponsored by the Distributive Education Clubs of America (DECA).

### **BNSME Focus**

For nearly 70 years, Buffalo Niagara Sales and Marketing Executives has been the premier association for marketing and sales professionals working in national and local corporations, entrepreneurs, non-profit agencies and individuals from various professional fields. Through constantly reinventing itself and its programs, our organization remains on the cutting edge of providing education and personal development to the marketing and sales professional.