



Jimerson

**Bill Jimerson** has been promoted to director of emergency road service operations for **AAA Western and Central New York**. He oversees roadside assistance operations, including 65 employees in two dispatch centers, more than 160 independent towing contractors, and 150 auto repair facilities.

**Working for Downtown** has added the following board members: **Terri Ferrari**, a private investigator and independent insurance adjuster as president; **Harry King** of Benjamin, Andrews, & King LLC as vice president; **Mary Young** of Lumsden & McCormick as treasurer; **Diane Pietraszewski** of Bond Schoeneck & King PLLC as secretary; and members **Sarah Couch**, **Jill Benker-Beck** of

Junior League of Buffalo, **Kathy Behan** of First Amherst Development, **Diane Grant** of Buffalo Civic Auto Ramps Inc., **Joyce Jividen** of Roswell Park Cancer Institute, **Amber Johnson** of M&T Bank, **William Jones** of Cityview Construction Management Inc., **Hilary Kanutsu** of M&T Bank, retired social worker **Anne Martin**, past president **Carolyn Murray** of Ellicott Development Co., **Julie Padak** of Francis M. Letro Esq., and **Jeanne Pinto** of PE Behringer Diamonds.



Gemold

**Lawley Insurance** appointed **Andrew Gemold** as director of captive services. Gemold was a vice president of risk management for First Niagara Financial Group and has nine years of captive insurance experience.

**Irisa Albion** has been named director of sales and marketing at **WELCOME** – The Premium Guide to the Buffalo /Niagara Region. She will be responsible for cultivating new clients, coordinating new sales promotions, and developing and implementing social media strategies. She is formerly of Glynn Geotechnical Engineering.

**Oliver Young** has joined the board of directors of the **New York State Bar Association Executive Committee**.

**Jan Kennedy** has been named president of the **Twentieth Century Club**. She assumed her leadership role of the organization in May of 2011 for a one-year term. Kennedy, an art consultant for Rider Frames and Gallery, has been a member of the TCC since 2006.

**Steven MacMartin** will direct one of **Medaille College's** newest online bachelor's degree programs. He recently retired as

a senior special agent/program manager from the U.S. Department of Homeland Security.



Charles

**Ernie Charles** was named chief information officer at **HealthNow New York**. He will provide leadership for all aspects of the organization's information technology platform. He will lead the development and implementation of IT solutions to optimize business performance and support the short and long-term objectives of the company. Most recently, Charles served as vice president, chief information officer for the Seneca Gaming Corp.

**Jason Hughes** joined **SKM Group** as senior art director. Hughes comes to the agency from J. Fitzgerald Group where he worked as an art director. He will

now be responsible for overseeing, developing and executing a variety of creative concepts.



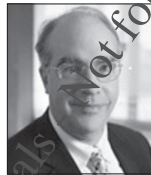
Nossavage



Kincaid



Luehrsen



Edge

The **Susan G. Komen** for the Cure **WNY** affiliate named **Colleen Nossavage** president of the board of directors; **J. Kincaid**, secretary/treasurer; and members **Althea Luehrsen** and **Dr. Stephen Edge**.



Riker



Napieralski

**Daniel Riker** has been hired as senior hydrogeologist and project manager for **LaBella Associates PC**. **Robert Napieralski** joined the company as Buffalo regional manager.

**Applied Sciences Group Inc.** has added **John Guzzo** as engineering project manager, **Scott Engle** as senior controls engi-



IN THE SPOTLIGHT

**Linda Marszalek**  
Chief academic officer,  
Pinnacle Charter School

It may be the dog days of summer, but for Linda Marszalek, school is in full session.

Since being named chief academic officer for Pinnacle Charter School on Aug. 1, she has been running from meeting to meeting, immersing herself in the Buffalo school as she gets ready for the start of the semester.

Marszalek previously was an administrator at Buffalo Academy of Science Charter School, as well as the Frontier Central School District.

"My background is a speech language pathologist, and so I have a strong understanding and focus on literacy and working with kids who struggle," she says. "You help those students by strengthening literacy and helping teachers differentiate their instruction so it meets the needs of all kids."

She says she wants to focus on creating a culture of success for the more than 500 students there from kindergarten through eighth grade.

"I think leadership is a huge piece of making that happen, of getting people behind you and being focused on a common vision," she says.

"I believe we should be able to make all kids be successful by carefully articulating what it is we want them to learn and using the best practices. Instruct the students, offer common assessments and provide interventions as needed."

Marszalek says there are advantages and challenges whether one is leading a charter school or a traditional public school.

"I like working in the charter school because it offers a lot of flexibility in terms of trying new and creative innovations and strategies," she says. "It gets rid of the red tape and bureaucracy and allows that because of the small-school setting."

When educators come up with a concept to implement, not having to take the time to explain it to numerous elementary schools in a district allows for quick action.

How will she go about creating a culture that will lead to success?

"I think it starts with having high expectations for kids, and that begins at the top," she says. "We have to truly believe that all of our kids can succeed before we are going to get them to be successful!"

– Matt Chandler

neer and **Kelli Dimon** as software engineer.

**Emily Wopperer** has joined **Medaille College** as information specialist in the registrar's office. She previously worked for General Dynamics.

**Jacob Herstek** joined the board of directors of **Aspire of Western New York**.

**Shone Gipson** joined the board of direc-

tors for the **Gateway Longview Foundation**.

Attorney **Theresa Khulpateea** joined the law firm of **Muscato & Shatkin LLP** as an associate.

**Marc Minnick** has joined **Towne Automotive Group – Towne BMW/Mini** as a sales and leasing consultant. He was previously with VW of Orchard Park.



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