



FOR IMMEDIATE RELEASE

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Lojacono Presents Brand Positioning Seminar

Williamsville, NY, October 17, 2008 – **Joe Lojacono**, President of **Valmark Associates, LLC**, a full-service marketing resource firm, presented an educational seminar entitled “The Corporate Makeover: A Process for Change” to members and guests of the Buffalo Niagara Partnership. The presentation, which took place on October 1, addressed one of the most talked about business topics, re-positioning a brand, and included a discussion of when a company should consider a brand makeover, and how they should approach it. A relevant case study featuring a client, Fichte, Endl & Elmer Eyecare, was also referenced in the presentation.

Mr. Lojacono is a 25 year veteran of the advertising and marketing field, and is active with numerous professional and civic organizations. He has served as a judge for the Professional Insurance Marketing Association (PIMA) Marketing Methods Competition, and is a member of the Direct Marketing Association’s Financial Service Council. He is a former Lt. Governor of the American Advertising Federation District Two, serving the northeastern United States. Mr. Lojacono is also a member of the Workplace Benefits Association, the Direct Marketing Association, the Buffalo Niagara Partnership, and the Advertising Club of Buffalo, of which he is a past president. He also serves on the Executive Board of Directors of the Monday Quarterback Club, the business group that backs the Buffalo Bills, and is a member of the strategic planning committee for the Buffalo and Erie County Workforce Investment Board (WIB). Joe is also a past president of the University at Buffalo General and School of Management Alumni Associations, and has served on the Executive Committee of the University’s Blue & White booster organization.

Valmark Associates LLC is an advertising and marketing resource agency that uses its professional partner network to deliver results-driven communications to clients across the US. The firm is headquartered at 300 International Drive in Williamsville, NY. Contact Joe Lojacono at 716.893.1494.