



FOR IMMEDIATE RELEASE

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**LOJACONO ELECTED PRESIDENT OF
THE MONDAY QUARTERBACK CLUB**

Amherst, NY. June 8, 2010 – **Joe Lojacono**, President of **Valmark Associates, LLC**, a full-service marketing resource firm, was recently elected president of the **Monday Quarterback Club**, the business group that supports the Buffalo Bills. He will serve a one-year term.

Active in the community, Lojacono also serves on the Board of Directors and Executive Committee of the Buffalo and Erie County Workforce Investment Board (WIB), and the Board of Directors of the Scalp & Blade fraternity, which provides scholarships to high school students and sponsors the Track and Field championships for Buffalo high schools. He is also a Past President of both the General and School of Management Alumni Associations at the University at Buffalo, has served on the Executive Committee of the University at Buffalo's Blue & White booster organization, and was previously a Hall of Fame Selection Committee member for the Division of Athletics.

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He currently serves as a University alumni association advisor.

Lojacono also is a past president of the Advertising Club of Buffalo (formerly known as Brainstorm), and is a member of numerous professional organizations.

The Monday Quarterback Club was founded by area community leaders in 1960 as an organization of business people that works to support the Bills and professional football in Western New York. The Club hosts several luncheons and special events throughout the year. All programs feature a prominent guest speaker and provide an up-close look at the Bills.

Valmark Associates LLC is an advertising and marketing resource firm that uses its professional partner network to deliver results-driven communications to clients across the US. The firm is headquartered at 4242 Ridge Lea Road, Suite 5, in Amherst, NY. Mr. Lojacono can be contacted at 716.836.3414.

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