

## Spring Luncheon

FACT SHEET

<b>Event:</b>	<b>BUFFALO RENAISSANCE FOUNDATION, INC. 2010 SPRING LUNCHEON</b>	
<b>Renaissance Honoree:</b>	<b>Eugene P. Vukelic,</b> <b>Chairman and Chief Executive Officer</b> <i>Try-It Distributing Co., Inc.</i>	
<b>Keynote Speakers:</b>	<b>Congressman Brian Higgins</b> <i>27<sup>th</sup> Congressional District of New York</i>	
	<b>Jordan Levy</b> <i>Chairman, Erie Canal Harbor Development Corp.</i>	
<b>When:</b>	Monday, May 24, 2010	
<b>Time:</b>	12:00 PM – 1:30 PM	
<b>Place:</b>	<b>Hyatt Regency Buffalo Grand Ballroom</b> Two Fountain Plaza	
<b>Est. Attendance:</b>	500 – 600	
<b>Tickets:</b>	\$100	Individual
	\$1,000	Table
<b>Sponsorship Levels:</b>	Platinum	\$5,000
	Gold	\$3,500
	Silver	\$2,500
	Bronze	\$1,500
<b>Emcee:</b>	<b>Jodi Johnston, WGRZ-TV Channel 2 On Your Side</b>	

**Luncheon Beneficiary:** Proceeds from the luncheon will help our **Renaissance Apprentices Program**, providing educational work experience for local college students from disadvantaged backgrounds.



## 2010 Buffalo Renaissance Foundation MAN OF THE YEAR AWARD

### **PRESENTED TO:**

**Eugene P. Vukelic**  
**Chairman and Chief Executive Officer**  
*Try-It Distributing Co., Inc.*

### **About the Man of the Year Award**

Annual recognition to the individual or individuals that exemplify outstanding community leadership and service to the Buffalo region.

### **PAST RECIPIENTS INCLUDE:**

- 2009 | Carl J. Montante and Howard A. Zemsky
- 2008 | Christopher H. Koch
- 2007 | Thomas R. Beecher, Jr.
- 2006 | Robert J. Kresse
- 2005 | Victor and Corinne Rice
- 2003 | Father Vincent M. Cooke, S.J.
- 2001 | Paul J. Koessler
- 2000 | Joel A. Giambra and Anthony M. Masiello

## Buffalo Renaissance Foundation, Inc.

2010 SPRING LUNCHEON – MAN OF THE YEAR

### **Eugene P. Vukelic**



Gene Vukelic is Chairman and Chief Executive Officer of Try-It Distributing Co., Inc., a leader in the nation's beverage distribution industry.

Try-It Distributing Co., Inc. serves Western New York clients from state-of-the-art sales and service center in Lancaster, New York, its corporate headquarters.

Gene heads the Company founded by his father, the late Stephen L. Vukelic, in Lackawanna, New York in 1928. Growing up in the family business, Gene completed his education at Canisius High School and LeMoyne College and served as an instructor with the U.S. Marine Corps 3<sup>rd</sup> Marine Division before joining the Company full time.

While building upon the foundation created by his father over 80 years ago, and introducing his own five sons into the Company, Gene has led the Company to national prominence, handling the products of Anheuser-Busch, Inc., Labatt USA and Heineken USA.

Try-It Distributing Co., Inc. has received numerous awards marking its sales achievements and business milestones. In 2003, Gene was awarded the Lifetime Achievement Award from Labatt USA. Gene was also the Honoree for the Sammy Award from the New York State Beer Wholesalers Association.

Gene is well known for always balancing his Company responsibilities with his personal efforts to support civic and charitable causes. He has performed an exceptional legacy of community service and remains at the forefront of Try-It's commitment as an involved corporate citizen. In 2009, the Vukelic Family was chosen to receive the Special Family award by the National Federation for Just Communities. In 2008, Gene was awarded the Humanitarian of the Year award by Hope for Tomorrow. In 2003, Gene was awarded the Caritas Award from the St. Joseph's Hospital Foundation. In 1997, the Center for Entrepreneurship at Canisius College chose Try-It for the Family Business of the Year Award.

Gene received the Executive of the Year Award for 2003 from Buffalo Niagara Sales & Marketing. Gene has served as president of four area organizations, Mercy Hospital Foundation Board of Trustees, the Buffalo Executives Association, PROBUS and The Buffalo Club. He is a past treasurer of the Automobile Club of Western and Central New York.

Not-for-profit agencies, institutions and charities benefiting children and education are major beneficiaries of his volunteer leadership. Among them are Baker Victory Services, Muscular Dystrophy Association (MDA), Christ the King Seminary, Nardin Academy, Canisius High School and Canisius College. He is a member of the Bishop's Lay Advisory Council.

The Western New York Chapter of MDA bestowed its Humanitarian of the Year Award on Gene Vukelic in February 1998 for his "extraordinary service" over many years.

The Buffalo Renaissance Foundation is honored to recognize Eugene P. Vukelic as the 2010 Buffalo Renaissance Foundation Man of the Year award recipient.

## Buffalo Renaissance Foundation, Inc.

2010 SPRING LUNCHEON – KEYNOTE SPEAKER

### **Congressman Brian Higgins**



Brian Higgins currently serves as a Member of Congress representing New York's 27th Congressional District, which includes a large portion of the city of Buffalo, most of the eastern and southern suburban localities within Erie County, and all of Chautauqua County in Western New York.

Congressman Higgins is a strong advocate for forward progress on economic development projects in Western New York. He was instrumental in securing a \$279 million settlement from the New York Power Authority that is earmarked for development along Buffalo's inner and outer harbors. Congressman Higgins also played a critical role in gaining final approvals for the new \$130 million dollar Federal Courthouse in downtown Buffalo and \$3.72 million for work on the Jamestown train station and connector trail as well as dozens of additional public works initiatives from Cheektowaga to the Pennsylvania line. His efforts also contributed to the elimination of the toll barriers on the I-190 in the city of Buffalo.

Congressman Higgins is a champion for national issues important to Western New Yorkers. He is fighting for adequate local staffing to address severe Social Security case backlogs, approved new legislation to make college more affordable for working families and he continues to push for increased levels of funding to support promising research and treatments for cancer.

Congressman Higgins also has a deep interest in U.S. foreign policy and has traveled extensively through some of the most volatile regions in the world and has met with world leaders to promote peace in Northern Ireland, the Middle East, South Asia and Africa, including Darfur, Afghanistan and Iraq.

Congressman Higgins currently sits on the House Committee on Ways and Means, the House of Representatives' chief economic development committee. As a new member of the committee in the 111<sup>th</sup> Congress, Congressman Higgins aims to use tax incentives to spur job creation and investment in Western New York, cut taxes for the middle class, create jobs in the local alternative energy industry, and improve our healthcare system.

Congressman Higgins served as a member of the New York State Assembly from 1999 to 2004, and prior to that as a member of the Buffalo Common Council, where in a 1993 Buffalo News survey he was named "Buffalo's Best Councilmember."

The Congressman was an instructor of the History and Economics departments at Buffalo State College. He completed his undergraduate and graduate studies at Buffalo State College in political science and history, respectively. He also has an advanced degree in public policy and administration from Harvard University.

Congressman Higgins is the son of the late Daniel Higgins, Sr., a bricklayer and union leader, and Mary Higgins, a retired schoolteacher. Brian, his wife Mary Jane Hannon and their two children, John and Maeve, reside in South Buffalo, New York.



## About the Buffalo Renaissance Foundation

The Buffalo Renaissance Foundation (BRF), founded in 1981 as a 501(c)3 organization, has a decades-old tradition of fostering programs and dialogue to improve the quality of life in Western New York. Through its commitment to philanthropic initiatives and charitable giving, the BRF has effected positive change in the community and facilitated dialogue on important economic, educational, cultural and civic issues. Built on the belief that Buffalo is a tremendous place to live and raise a family, the BRF is driven by a strong passion to promote Buffalo's renaissance through cultivating opportunities for future generations. Since its inception, the BRF has attracted many of Buffalo's top business leaders to govern the organization and to work collectively as ambassadors for positive thought and change. Above all, the BRF has demonstrated continued growth in its charitable giving, endowment and forums.

In 2008, the BRF established the **Renaissance Scholars Program**, a program that provides scholarships and mentoring opportunities for disadvantaged City of Buffalo public high school students entering college.

This year, proceeds from the luncheon will help our **Renaissance Apprentice Program**, providing educational work experience for local college students from disadvantaged backgrounds. Aspiring to break the cycle of poverty in our city, our Renaissance Apprentices are typically the first in their families to attend college. By gaining valuable, real world work experience through 200 hour mentoring sessions at local businesses, each Renaissance Apprentice will emerge better equipped for a career in Buffalo upon graduation from college. The program is a collaborative effort between the Buffalo Renaissance Foundation and the Buffalo Urban League. Please see [www.buffalorenaisance.org/mentoring.htm](http://www.buffalorenaisance.org/mentoring.htm) for additional information.

For sponsorship and ticket information, please email Amy Popadick at [AmyBRF@yahoo.com](mailto:AmyBRF@yahoo.com).

## Buffalo Renaissance Foundation

### 2010 BOARD OF DIRECTORS

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William Gurney and Hugh M. Russ III

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Amy E. Popadick

**Executive Director**

## Corporate Sponsorship Opportunities

Corporate support of the Buffalo Renaissance Foundation’s 2010 Spring Luncheon is available in the following four levels of sponsorship. Platinum, Gold, Silver and Bronze sponsors are welcome to hang a company banner at the luncheon (BRF will not produce banners).

**PLATINUM SPONSORSHIP LEVEL .....\$5,000**

- Twenty (20) courtesy tickets to the luncheon
- Recognition from podium for major sponsorship
- Full page ad in luncheon program
- One (1) seat at the dais table
- One (1) recognition gift
- Recognition as a sponsor in luncheon program
- Preferred table location

**GOLD SPONSORSHIP LEVEL .....\$3,500**

- Ten (10) courtesy tickets to the luncheon
- Recognition from podium for major sponsorship
- Half page ad in luncheon program
- One (1) recognition gift
- Recognition as a sponsor in luncheon program
- Preferred table location

**SILVER SPONSORSHIP LEVEL .....\$2,500**

- Ten (10) courtesy tickets to the luncheon
- Half page ad in luncheon program
- One (1) recognition gift
- Recognition as a sponsor in luncheon program
- Preferred table location

**BRONZE SPONSORSHIP LEVEL .....\$1,500**

- Ten (10) courtesy tickets to the luncheon
- Half page ad in luncheon program
- Recognition as a sponsor in luncheon program
- Preferred table location

**PROGRAM BOOK ADVERTISING**

The Buffalo Renaissance Foundation will be printing a program booklet that will include advertising for our corporate sponsors, in depth pages on our Keynote Speaker, our Man of the Year, the Foundation’s charitable activities and the organizations benefiting from the luncheon.

<b>FULL PAGE AD</b>	7.5" (w) X 10" (h)	\$500
<b>HALF PAGE AD</b>	7.5" (w) X 4.75" (h)	\$350
<b>QUARTER PAGE AD</b>	3.5" (w) X 4.75" (h)	\$200



# Sponsorship Form

2010 SPRING LUNCHEON

**Yes, we would be delighted to join with others to support the Buffalo Renaissance Foundation on the occasion of its 2010 Spring Luncheon.**

Company \_\_\_\_\_  
Address \_\_\_\_\_  
City/Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Website \_\_\_\_\_  
Name/Title \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

**WE PLEDGE TO BE A SPONSOR AT THE FOLLOWING LEVEL:**

- Platinum ..... \$5,000
- Gold Sponsor ..... \$3,500
- Silver Sponsor ..... \$2,500
- Bronze Sponsor ..... \$1,500
- Full Page Ad ..... \$500
- Half Page Ad ..... \$350
- Quarter Page Ad ..... \$200
- Check is enclosed for the amount of \$ \_\_\_\_\_
- Credit card:     MasterCard     Visa (please check one)

Card No.: \_\_\_\_\_  
Exp. Date: \_\_\_\_\_

- Please send us an invoice on May 1, 2010
- Unable to sponsor, enclosed is our tax deductible contribution of \$ \_\_\_\_\_

**Make check payable to:** Buffalo Renaissance Foundation, Inc.  
Attn: Amy E. Popadick  
PO Box 322  
Buffalo, NY 14205