

ROLECALL

PRESENTS

ROLECALL

TALENT ATTRACTION  
SUMMIT

*Buffalo*

2026

AGENDA PREVIEW

JUNE 15-17, 2026

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## MONDAY, JUNE 15

@ Statler Buffalo (107 Delaware Ave, Buffalo, NY)

4:00 PM **Opening Reception + Check-In**

5:00 PM **Speed Networking**

6:00 PM **Newcomers to Buffalo**

Details coming soon!

## TUESDAY, JUNE 16

**Breakfast & Welcome @ Collaboration Hall** (50 Fountain Plaza, Suite 1700, Buffalo, NY)  
**Sessions @ M&T Tech Hub** (1 Seneca St, Buffalo, NY)

8:00 AM **Breakfast Networking + Check-In**

@ Collaboration Hall  
(50 Fountain Plaza, Suite 1700, Buffalo, NY)

8:30 AM **RoleCall Intro + Welcome**

9:00 AM **Keynote - Strengthening Connectivity:  
The link between Talent Attraction and  
Placemaking**



**Brandy Merriweather**  
President, Buffalo Urban  
Development Corporation

Placemaking and talent attraction are two sides of the same strategy: creating environments where people can forge meaningful connections, build careers, and genuinely belong. Discover how strengthening your sense of place improves quality of life and drives economic vitality by giving talent the reasons and relationships they need to thrive and become rooted in your community.

10:00 AM **30-Minute Break – Walk (~20 mins) / Trolley (~10 mins)**

**Travel to M&T Tech Hub @ Seneca One**  
(1 Seneca St, Buffalo, NY)

10:30 AM **Welcome from TechBuffalo**

TechBuffalo will welcome us to the M&T Tech Hub and Seneca One Tower, Buffalo's tallest tower and the hub of its innovation economy.



**Jeffrey Botteron**  
President & Chief Executive  
Officer, TechBuffalo



**Greg Pokriki**  
Director of Communications &  
Engagement, TechBuffalo

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11:00 AM **Panel - Strategic Media Coverage for Community Growth**

Media coverage is one of your most powerful talent attraction tools. Learn how to pitch stories that resonate with reporters, secure coverage that builds community credibility and pride, and leverage positive press into sustained momentum for both attracting and retaining talent.



**April Mason**  
President and Founder,  
Violet PR



**Whitney Martin**  
Director, Made for Rockford

12:00 PM **Lunch + Ignite Sessions**

Getro will share how they build branded job boards and talent networks for organizations seeking to leverage the potential within their professional communities.



We'll also spotlight RoleCall and how we're helping communities attract, engage, and retain talent through innovative strategies and tools.



1:00 PM **Interactive Session - Table Topics**

Details coming soon!

1:30 PM **Breakout Sessions (Choose one session to attend)**

**Giving the Green Flag: Influencer Partnerships to Attract Gen-Z Talent**

When you're trying to reach Gen Z and younger millennials, talent attraction marketing can't just show up; it has to show out. In Greenville, North Carolina, the marketing and talent programming team at the Greenville Eastern North Carolina Alliance decided to level up with influencer-driven, short-form video storytelling... and the ROI seriously slaps. Through a strategic partnership with Salary Transparent Street, a social media advocacy channel with 3+ million followers, Greenville's digital talent campaign pulled more than 17 million views in just three months: big numbers, no cap. The videos highlighted over 30 professionals living and working in Greenville-Pitt County, giving attendees the real tea on salaries, earning potential, career pathways, and quality of life.

In this session, you'll learn what works, what's worth the hype, and how your community can tap into creator-style content to attract the talent of tomorrow.



**Maria Satira**  
Vice President of Marketing and Talent Programming, Invest Greenville

**Location: To Be Determined**

**Semper Economic: How Veteran Pipelines Strengthen Local Economies**

Tired of fighting the "war for talent"? Good news — the reinforcements have already landed. Semper Economic: How Veteran Pipelines Strengthen Local Economies takes a light-hearted but data-driven look at how transitioning service members can become a community's best workforce strategy. We'll connect the dots between military precision and Main Street prosperity, showing how veteran relocation, housing, and employer engagement can turn bases into boomtowns. Expect less jargon, more laughs, and plenty of actionable takeaways — including how to translate "mission readiness" into "market readiness." From DD-214s to GDP, this session breaks down how veterans bring skills, families, and paychecks that strengthen the local economy. You'll leave ready to deploy your own pipeline strategy — and maybe retire a few acronyms while you're at it.



**Steve Janke**  
President, Semper Forward



**Emmanuel Noel**  
Chief Revenue Officer, STEAMe

**Location: To Be Determined**

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2:15 PM **15-MINUTE SNACK BREAK**

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2:30 PM **Interactive Session - Fix My Flop**

Not every event or campaign tops your last one. Do you have an event that flopped? Or a campaign that didn't soar like you had hoped? Work with your table of talent attraction's finest to sharpen past work! Borrow ideas and fix your flops.

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6:00 PM **Party Time @ Patrick's Rooftop** (500 Pearl St, Suite 1300, Buffalo, NY)

**Theme: JerseyCall.** Buffalo is a city that shows up for its teams, so we're bringing that energy to the party. Rep your favorite team by rocking a jersey. Football, hockey, baseball, you name it. Want to go all in? Throw it back with a vintage pick or rep a team you love. Extra credit if you match the Buffalo spirit and show up ready to celebrate like it's game day.

**WEDNESDAY, JUNE 17 @ HANSA Workspace** (505 Ellicott St, Buffalo, NY)

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8:00 AM **Breakfast & Networking**

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9:00 AM **Panel - From Brain Drain to Brain Gain: Powering your Talent Strategy with Good University Relations**

Universities are a triple threat. They are a high quality talent pipeline, innovation engine, and anchor employers. This panel will explore how economic developers can partner strategically with higher ed to retain graduates, attract alumni back to town, connect budding entrepreneurs to your talent ecosystem, and build employer connections that turn students into long-term residents. Learn how to move beyond transactional recruitment into sustained partnerships that benefit the campus and community.



**Amy Monin**  
Strategic Initiatives Director,  
University at Buffalo



**Katie Shorey**  
Director of Engagement,  
Live + Work in Maine



**Shannon Allen**  
Executive Director, Future Talent  
Strategies, Innovate Alabama

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10:00 AM

## Behind the creation of Series B(uffalo), a new methodology for civic storytelling

The 43North Foundation knew they wanted to create a storytelling engine that was distinctly Buffalo, based on their observation that most successful innovation economies have a central narrative engine that creates a sense of movement and progress. The result was Series B(uffalo), an omnichannel digital platform that combines elements of journalism and marketing. Series B editor-in-chief Dan Miner will take us behind-the-scenes of the creation strategy for the platform, a process which included identifying the key places where social-cultural-political conversations are happening, analyzing Buffalo's innovation story on those platforms, choosing key audience groups, engaging locally-based stakeholders as believers and content creators, developing KPIs and finally in crafting a diverse editorial calendar that incorporates all the elements of New Buffalo. This hour-long session will include a significant amount of time for Q&A around the Series B philosophy, creation strategy and performance.



**Dan Miner**

VP of Storytelling, 43North Foundation

11:00 AM

## Closing Remarks + Special Announcement

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