

## Farbo to serve as mentor at event

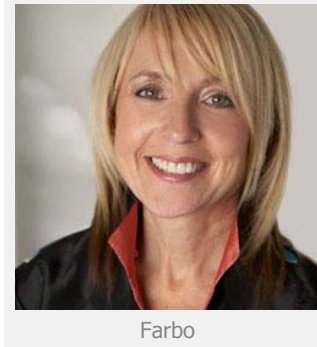
By: Daily Record Staff March 19, 2015

Rebecca E. Farbo, chief marketing officer for Phillips Lytle LLP, will serve as a mentor for "Bizwomen Mentoring Monday" a woman-to-woman business event on March 30.

Sponsored by Buffalo Business First, the second annual event will take place from 9:30 a.m. to noon, at The Grapevine Banquets, 333 Dick Road, Depew. The speed mentoring morning will consist of meetings between mentors and attendees, each lasting seven minutes. Participants will rotate among local business experts, representing a variety of fields, for Q&A sessions and business material reviews.

Farbo provides the overall marketing vision and leadership for Phillips Lytle's eight offices, including brand strategy and management, business development, advertising, social media, public relations, marketing communications and internal communications. She oversees firm-wide business development activities, including client teams, client satisfaction assessment, and client development and relationship management training.

Farbo was recipient of the Business First of Buffalo "Women of Influence Award" in 2014. She also received the Advertising Club of Buffalo "Odysseus Award" in 2013 and the March of Dimes, New York State Chapter, Communications Award in 2009.



Farbo