

Connecting Your Talent with a Career



Career

Thursday, November 5,
2014

Panel

Business Administration (B.B.A.) Program's Philosophy

To develop well-rounded, problem solving business students with a passion for timely and relevant business knowledge, who are equipped with the ability to decipher, analyze and effectively communicate business solutions.

Debbie Bello. Owner/Founder Bello Studios/Vocal Coach, Bello Studios

Debbie Bello has been a professional piano and vocal instructor for over 18 years. She has been a vocal coach for the past 12 years and is currently representing many select vocalists. It is her goal to develop each student to his or her full vocal and performance potential.

Debbie began musical training at the age of 5 with piano lessons. Her talent was quickly recognized and she began professional vocal and piano preparatory at the age of twelve through the Fredonia School of Music where she trained with Marcella and Jack Sternisha (Marcella trained Natalie Merchant of 10,000 Maniacs, currently a Top 40 Solo Artist). Debbie was chosen to perform with the Chatauqua Institute Summer Choir, NYSSMA Choir, Erie County Choir, and the New York State Choir during her High School tenure.

After being accepted as a Vocal and Piano Major at SUNY at Potsdam's "Crane School of Music", Debbie received extensive piano and vocal training in all genres of music to include; Classical, Pop, Broadway, Christian, Jazz, Opera and Country. She is a graduate of SUNY at Fredonia, where she also received a Bachelor of Science in Education, and a Bachelor of Arts in Psychology.

Over the past 20 years, she has sung the National Anthem for many Buffalo sports venues including The Buffalo Bisons, Blizzards, Destroyers and Bandits. Currently, many of her students sing the national anthem for these Buffalo teams. Debbie has served as a Judge for many local events such as; "Nashville Star"-Radio WYRK, "American Idol Buffalo"-Fox Television, and the "Kissmass Bash Idol" Contest-KISS98.5. For the past 15 years, she has served as Vocal Chairman for "The Dynamics Music Festival".

For students with recording contracts in their future plans, Buffalo's own - Chameleonwest Recording Studios has an arrangement with Debbie for students to cut demo CD's and have them

reviewed by owner Robby Takac, of the “Goo Goo Dolls”. She aids in musical selection, vocal and performance coaching and production of the CD for each student. She also sent 2 of her students on fully paid scholarships to “The Disney Institute” where they worked at Disney World and went to school there while receiving full college credit for an entire semester.

Debbie Bello is also Buffalo ‘s unofficial “AMERICAN IDOL” talent representative. She has arranged for her vocal students to audition for the hit TV series “American Idol” for the past 2 years in both Detroit and Cleveland respectively, and has even had one student, Brian Miller, audition for Randy, Paula and Simon and L.L. CoolJ. Debbie intends to make this an annual trip to ensure her students have the opportunity to audition for this once in a life time event. Talent management is also included in her credentials.

Brad Bisbing, Director, Public Relations, Buffalo Bisons

Brad Bisbing has spent 10 years as the Director of Public Relations with the Buffalo Bisons, the Triple-A affiliate of the Toronto Blue Jays. In his role, he is responsible for all team public and media relations, the team’s official website, Bisons.com, as well as the club’s efforts on all social marketing platforms. Bisbing also serves on the Bisons Executive team, Ballpark Operations team and Marketing team and works closely with the general manager, field manager and coaching staff with the on-field operations of the Bisons.

Bisbing is a 1997 graduate of Alden High School and a 2001 graduate of Ithaca College with a degree in Broadcast Journalism with a Sports Studies minor. Prior to his time with the Bisons, he worked two years as a reporter/producer at WGR Sportsradio 550 AM.

Ann Boyd, Sr. Marketing Manager, Rich Products

Rich Products Corporation is the largest family owned frozen food manufacturer in the U.S. We are a \$2.8 Billion global business with over 2,700 products. We distribute in over 85 countries worldwide, focusing on foodservice, in-store bakeries, retail and club store outlets. Rich's has 11 manufacturing facilities in the U.S. and 17 more around the world.

I started as a graduate student intern in 1996 in our Consumer Products Division. Prior to Rich's and getting my MBA, I was in a different industry and function (I was a regional manager for a retail clothing chain) and knew I wanted to break into marketing. To do this, I knew I needed to get experience in marketing was intently focused on securing a great internship and being highly successful in that internship. I got the Rich's internship, worked hard, volunteered for additional responsibility, always strived to over-deliver and exceed expectations and about 9 months later, I was offered a full time assistant marketing manager position. From there I have held various positions, levels, titles, worked on different businesses and in different divisions. Flexibility is important and every opportunity is new opportunity to learn and shine. I am now responsible for over \$100MM in business on a high priority, high growth business that is one of the organization's top 10 priorities. I have marketing responsibility for our Cake and Brownie portfolios. I develop portfolio strategies, create marketing programs and lead new product development projects that profitably grow the business, manage the P&L, lead our cross functional team and support sales and strategic customers to drive business growth.

Jeff Chiapelli, Claims Manager, GEICO

Jeff is responsible for managing a staff of over 400 claims associates and is responsible for hiring all new associates. After earning a business degree from George Washington University, he started in an entry level position with Geico. The Government Employees Insurance Company, GEICO, is an auto insurance company. It is a wholly owned subsidiary of Berkshire Hathaway that provides coverage for more than 10 million motor vehicles owned by more than 9 million policy holders. GEICO writes private passenger automobile insurance in all 50 U.S. states and the District of Columbia. Geico's has a policy of promoting from within and recognizing ambitious and hard working employees. Jeff has been rewarded by continuously being promoted to various positions within the company. He feels each position prepared him for the next step in his career.

Ben Wagner, Head of Broadcasting, Buffalo Bisons

Ben Wagner just wrapped his seventh season as the "Voice of the Buffalo Bisons" anchoring all 144 broadcasts for the Triple-A affiliate of the Toronto Blue Jays. He's a frequent contributor to the Blue Jays flagship station Sportsnet 590, The FAN and also called the action from Buffalo on MLB Network for the past three years.

During the Bisons' off-season, Ben broadcasts college football and basketball locally on TWC SportsChannel. His work has also been carried by Atlantic 10, CBS Sports Network, Fox Sports Regional Networks, NESN, MASN, NBC Sports and SportsNet New York.

The Hoosier native started his career in high school at WAWC (Syracuse, IN) and upon attending Indiana State, he worked for WISU-FM as the sports director for three years. While attending college, he began working for the Sycamore Radio Network (WTWO, Terre Haute, IN) and for Crossroads Communications.

Jay Zubricky, Audio Recording Engineer, GCR Audio

Jay Zubricky is an Audio Recording Engineer for GCR Audio. GCR Audio, located in Buffalo New York's historic Allentown, is providing bands and artists with major label quality recordings in a professional environment. GCR features an analog SSL 4040G recording console, a Digidesign Pro Tools HD4 system, and a deadly arsenal of microphones and outboard gear. The GCR Audio complex is also the home of Good Charamel Records, Bob Mussell Photography, The Juicebox Recording Studio (Jay Zubricky), and Xstream Audio

Bachelor in Business Administration Program Description

The Bachelor in Business Administration program at Villa Maria College offers students an opportunity to develop themselves as well rounded business professionals, with a passion for timely and relevant business knowledge. Through course work that emphasizes general management principles, critical thinking and analysis, and problem solving skills, students will engage in business theory and application, in and out of the classroom. A broad liberal arts base will expose the student to a variety of subjects and foster an appreciation for diversity in the marketplace. The desired outcome is for students to be able to decipher, analyze and effectively communicate ethical business solutions.

This program offers a general business administration degree with a 60 credit core that emphasizes the five key areas of business: accounting, marketing, finance, management, and international business. Quantitative courses emphasizing math and decision making round out the core as well as a plethora of business electives. The remainder of the program remains open and flexible for the student as general elective choices. These general electives can taken in subjects outside of business based on individual students interests. With advisement the general electives can be grouped into minors, such as music industry, graphic design, or merchandising, and can be a competitive advantage for students as they enter the marketplace.

A business program is a core offering at most colleges; our Bachelor of Business Administration uniquely fills the needs of Villa Maria's students and is a necessary piece of the college's bachelor degree offering.



240 Pine Ridge Road, Buffalo, NY 14225
villa.edu • 716-896-0700