

# 7<sup>th</sup> Annual Career Panel

Thursday, November 6, 2014

business  
administration

# 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.



# 2014 Career Panel Panelists



***Joseph Romanowski, General Manager  
Indigo Production***

***Joe Romanowski is the General Manager of Indigo Production. Indigo Concert Audio Department provides high-end sound systems for large corporate, theater, mid-small size venues, schools, trade shows, and outdoor events. Live sound reinforcement is a dynamic and fast paced environment characterized by the need for uncompromising dedication to control and quality. Joe oversees all aspects of this operation and handles the business and actual day to day functions as well.***

***After forty years in the industry, Joe is proud of the ability to develop a viable company that is located in New York State. He spent four years in the United States Marine Corp and has been employed at Sylvania Electronics, SUNYAB as a recording engineer and was a faculty member at Niagara County Community College.***



***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 Xtream Audio.***

### ***Job description for an Audio Recording Engineer***

***Recording engineers are individuals who run a variety of sound and video recording equipment to produce, record and mix sounds for various purposes, such as music recordings, movies, radio broadcasts, television programs and live events. They work for a variety of employers including sound recording companies, film and video production agencies, nightclubs, recording studios, television stations and advertising firms.***



***Ben Wagner, Head of Broadcasting  
Buffalo Bisons***

***Ben Wagner just wrapped his eight season as the “Voice of the Buffalo Bisons”. He’s also 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 four 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 Sport 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.***



***Cindy Eller, Roswell Cancer Institute  
VP Marketing***

***Roswell Park Cancer Institute (RPCI) is a cancer research and treatment center located in Buffalo, New York. Founded in 1898 by Dr. Roswell Park, RPCI is the nation's first cancer center, and it is the only upstate New York facility to hold the National Cancer Institute designation of comprehensive cancer center. The institute is involved in drug development and conducts clinical research for cancer treatment.***

***Job description for a VP of Marketing***

***A vice president (VP) of marketing develops and implements marketing and communications strategies with the aim of growing the business and enhancing its brand and public awareness. The VP of marketing typically reports to the chief executive officer (CEO) or president and is a member of the executive team.***



*Lisa Scheer, Danahys  
Visual Merchandiser/Sales*

*High fashion and equally high standards of quality have become hallmarks of MABEL DANAHY. Located in the Northtown Plaza in Amherst, Danahy's offers modern designers and brands such as EILEEN FISHER, Lafayette 148 New York, Caroline Rose, NYDJ, Sympli and many more. This store is designed for today's busy woman providing attentive personal service. Services such as in-house alterations, personal shoppers, free gift wrap, package mailing services, and trunk shows. MABEL DANAHY wants their customers to understand what a pleasure shopping can be!*

#### *Job Description for a Visual Merchandiser*

*Visual merchandisers are in charge of creating attractive visual displays in retail outlets. They make shops attractive, using their creativity to enhance the aesthetic appeal of window displays, walkways, counters and in-store displays.*

*The main objective of visual merchandising is to increase sales and buyer attention, capitalizing on the human tendency to 'window-shop'. Displays are frequently changed to promote new product launches and reflect festive or seasonal themes, such as Christmas, spring or summer.*

Check our record...it hasn't skipped.



**Deep Thinka Recors**

**Jacque Krajnik,**

**Operations & New Media**

**Director**

**&**

**Caitlin Manley, Booking Agent**

***DTR45 produces, markets, and manages urban music artists and events. DTR secures features and representation; book performances, tours and publicity appearances; and develops artist brands and followings through traditional and social/viral methods.***

#### ***Job Description for an operations manager***

***An operations manager runs the day-to-day operations of an organization or business. Her sole purpose is to find ways to make the company more productive by providing effective methods in its business operations. An individual in this position usually prepares program budgets, facilitates several programs around the company, controls inventory, handles logistics and interviews and supervises employees.***

#### ***Job Description for a booking agent***

***A band or musical artist might hire a music booking agent to find and secure performances. A booking agent should be skilled at matching bands with appropriate venues and audiences, ultimately helping increase bands' exposure within the music industry. In some cases, a music booking agent will work closely with a band to help members strategize about reaching their career goals.***

***Alternately, a music booking agent might work for a performance venue or booking agency. Primary responsibilities include finding musical artists to perform at certain venues and negotiating details pertaining to those performances. Agents working at booking agencies respond to customer inquiries, usually pertaining to booking a musical artist for a private event.***



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