

P R E S S R E L E A S E

Bianca is a 3-time award-winning television journalist who has also been honored with 8 additional independent awards including a *Citation of Excellence from the Connecticut State Senate*, the *Women's Leadership Award*, and the prestigious **Katie Award** for the best *Television Spot News Story* in the State of Texas. She's also been honored with the **Award of Excellence in Journalism**. Both are presented by the *Press Club of Dallas*, which received more than 1900 entries for its 110 categories of competition; she also received the second place award for **Best Spot News Story, Division III**, from the *Texas Associated Press Broadcaster* organization.

As a TV reporter, she has had the unique opportunity to interview scores of high-profile people including Bill Clinton and George W. Bush as they journeyed on their campaign trails. To date, Bianca has appeared as a special guest on more than 35 television & radio programs and in more than 60 newspaper, journal and magazine publications in over 135 articles, photos and covers worldwide, including *USA Today*, *NY Post*, *NY Daily News* and *The New York Times*.

Bianca has circumnavigated the globe and has visited more than 40 countries on 5 continents including China, Russia, India, Egypt, Japan, Malaysia, Turkey, Venezuela, the Philippines, Germany, former Yugoslavia, Taiwan, Hong Kong and much of Europe.

For five years, she owned *United Publishing & Media, LLC* with her husband, Phillip, and as co-founder, president and editorial director, Bianca saw their company's revenue growth exceed 268% in its first 3 years. The couple published the multi award-winning business magazine, *Executive Decision (XD)*, a national B2B and luxury lifestyle publication targeting C-Suite high net-worth executives and senior management circulation. Their company also published the *Executive Journal Weekly e-Newsletter* – its launch achieved an impressive 28,000+ C-level reader opt-in's within 8 weeks. On September 1, 2008, *Executive Decision* merged with *NewsMarkets LLC*, which owns *Directorship* magazine, the 35-year-old Board of Directors publication; the merger was deemed a perfect marriage of two high-profile magazines.

She is a 1988 graduate of *Fairfield University* in Connecticut where she was a Dean's List student and a member of the National Honor Society for Foreign Languages - Alpha Mu Gamma, as well as the recipient of the *Outstanding College Student of America Award* and the *University Arts and Science Award* for excellence in German Studies. Bianca was also a student at *Trinity College* in Dublin, Ireland and a student of the *Institute of Shipboard Education* through the University of Pittsburgh. She has her degree in psychology with a focus in human development, child psychology and social and group dynamics. She also earned a minor in German and a concentration in international business. Bianca graduated from *CSB* in 1989 and taught broadcasting classes at this national media school throughout the '90s. She also lectures as a motivational speaker at venues across the nation.

In 1990, Bianca won the title of Miss Connecticut earning the right to represent her home state in the Miss America program. As news anchor, a story she covered about the Miss America program prompted her to enter in the competition. 6 weeks later, she won the local title. 8 months after that, she earned the state title of Miss Connecticut and 3 months later, she found herself on the Miss America stage in Atlantic City, NJ competing for the coveted crown. In addition to achieving the title of Miss Connecticut, she also earned the interview award, the State Platform Award for Community Service, and the swimsuit award. The station ran promotions for trips to the event and although she did not come home with the national title, she felt like a winner knowing hundreds of people across the state of Connecticut, from family and friends and even mayors, attended the event to show their overwhelming support.

80,000 women compete each year on the local level. Only 50 make it to the national stage. Bianca made more than 300 appearances during her year and signed over 8,000 requested photographs nationwide. She is a Connecticut girl through and through and loves her home state, especially its people...Bianca says the residents of Connecticut helped make 1990 one of the most fascinating years of her life.

Statewide charities raised over \$1 million dollars of fundraising revenue during her reign as Miss Connecticut as she made tireless appearances to boost publicity and awareness for the charitable organizations and foundations. A *Senate Joint Resolution* proclaimed Bianca the *State of Connecticut's Official Hostess*, a newly created post starting with Bianca. All future state contenders for the Miss America title would now serve in this capacity. As the *State's Official Hostess*, she was "to complement and assist the First Lady of the State in the discharge of her ceremonial duties." Bianca was deeply honored and grateful for this new post.

She has always taken her volunteerism and community service to heart and worked incredibly long hours and traveled thousands of miles throughout Connecticut and other states as the proud representative of her native state. The *Connecticut State Senate* recognized Bianca for "her outstanding academic accomplishments, her impressive career achievements, and her extensive involvement in community activities."

With all of her accomplishments, it is her *Quality of Life Award* for her commitment to volunteerism of which Bianca is most proud having spearheaded many efforts to raise awareness or funds for charities not only in Connecticut but also worldwide.

In July 2008, she was on the Honorary Committee for world-renowned photographer Nigel Barker's New York City exhibit and documentary 'A Sealed Fate,' an effort she and her husband have been extensively involved with for the last 5 years along side the Vice President of the Humane Society of the United States to help stop the brutal slaughter of baby harp seals in Canada.

In addition, Bianca has served hot meals to needy people in homeless shelters across Texas, Illinois and Connecticut, and has worked with the elderly for 12 years. She was particularly honored when Health Care Associates, Inc. Executive Vice President, William F. Baxter, wrote this in a letter to her, “Thank you...for the opportunity to discuss some long-term care issues with you. I, as were others who joined us, was impressed with your enthusiasm, genuine concern for our residents and depth of knowledge about our industry.”

Bianca has a huge heart for children, the elderly and animals. Her 1st television show, *Room With A View* produced by *Picture This! Productions*, focused on Bianca’s deep belief in altruism; she was thrilled to write and host topics relating to children, senior citizens and all critters. These core beliefs have always continued throughout the years whether she was on or off television.

In 2003, Bianca spearheaded efforts to raise donations for the *Marine Corp Scholarship Fund*. All monies raised went directly to the families of Marines who were wounded or lost their lives during *Operation Iraqi Freedom*. This event gained national exposure by airing on The Fox News Channel.

Her media contacts helped significantly as she organized a fundraiser for *Easter Seals of Connecticut* in 2002, raising money to help children and adults with disabilities and special needs. This event captured the eye of tens of thousands worldwide as coverage crossed all lines of media.

Over the past 31 years, Bianca has supported HRH Prince Abdul Ali Seraj’s efforts to aid the plight of the Afghani people. So much so, she coordinated a clothing drive in 1979, and later organized an extremely successful and popular lecture given by the Prince at Fairfield University in the mid ‘80s when she was a student, and interviewed the Prince on television in the ‘90s.

Bianca has always taken action. She volunteered as a probation counselor for troubled juveniles from 1985 – 1988 and helped fund a foster parent program for two years. In addition, she belongs to the World Wildlife Fund, the National Wildlife Federation and numerous animal defense leagues.

Bianca was put on the map long before her rise on television or the Miss America stage. Literally. With special thanks to her parents, her photographer mother and her Real Estate developer father and co-founder of Patriot National Bank, two roads in Milford, Connecticut were named after her and her sister.

She continues to make official appearances as Miss Connecticut 1990 when requested to do so. Meanwhile, she will continue to help end the baby seal slaughter in Canada, always hoping it will be the last year of vicious clubbing deaths of hundreds of thousands of innocent harp seals, the planet's largest marine mammal slaughter. You can read her XD magazine article now online at:

http://www.nxtbook.com/nxtbooks/sheridan/ed_20080304/index.php?startid=36

In 2009, Bianca produced, filmed, photographed and edited a tribute DVD to the *Evensong* program at a New England church for the "church planters" – the mission's efforts to open a new church from the ground up in the Southeast, based on *Evensong* – the use of modern music combined with ancient traditions practiced in church throughout history.

Bianca, a passionate documentarian and photojournalist, lives in the metropolitan New York City area with her husband, children and their pets. When asked what her greatest assets are she says, "Unconditional loving; compassion; loyalty; communication; and multitasking. Bianca loves family time, animals, production and editing, photography and travel, and is currently working on two books.

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