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UA68/13/5 June Newsletter

ImageWest International

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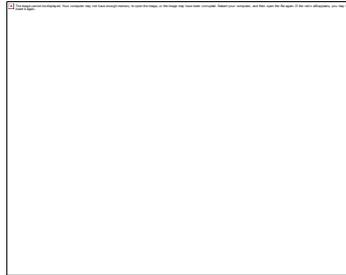
JUNE 6, 2010

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Imagewest International

The Only Student-Run Ad and PR Agency in the Nation

Last year, Imagewest went abroad for the second time, working in Madrid. This journey proved to be a great success for the agency and clients, giving students a rare and unique opportunity to add international experience to their resumes.



This year, Imagewest International will be packing up and boarding flight to Spain once again! The team for 2010 will be completing intense, eight-week internship. Four of those weeks will be spent [Barcelona](#) while the four remaining weeks will be spent at the age divided into two weeks before and two weeks after the trip. Each team member has been awarded an Imagewest International Scholarship which covers a portion of their trip expenses.

We will be working on several marketing projects for the Instituto Tecnológico y de Estudios Superiores de Monterrey ([ITESM](#)) – Barcelona, Spain. ITESM is a private, non-profit institution and multi-campus university system with academic centers in different regions of the country. The coverage of ITESM's Virtual University extends to various Latin American countries.

Additionally, we will have the unique opportunity to tour [Semester Sea's](#), MV Explorer in the port of Barcelona. They have been a client of our agency since the fall 2009 semester and have been keeping our interns busy since then. The Spain 2010 team is excited to explore the ship.

Imagewest International Team Members:

- Heather Garcia | Agency Manager
- [Hanna Goetz](#) | Sr. Web Designer and Broadcast Coordinator
- [Rachel Koontz](#) | Sr. Account & PR Coordinator
- [Courtney Long](#) | Sr. Designer
- [Mark Simpson](#) | Faculty Advisor
- [Stephanie Terrell](#) | Sr. Designer

(Be sure to click on a team member's name to read their blogs)

Hard at Work

Before we can pack our Ninja Gnome and head to [Barcelona](#), our team is spending two weeks preparing for our four weeks of work abroad. The team started their preparation with a lot of research and a photo shoot. Each team member researched a different aspect of

Featured Team Member



Heather Garcia
Agency Manager

As we are about to approach the third consecutive trip abroad, I ask myself, "Do I feel more prepared or even a bit more savvy?" The honest answer is no, not really. I know a little more about the art of packing. Yes, it's an art and takes several hours to master in order to avoid leakage, breakage and make every inch of space count. I am more comfortable to adapting quickly in unfamiliar and stressful situations. I definitely have more street smarts due to many lessons learned. But nothing can prepare you for the adventure that lies ahead, such as communicating in a new language, or navigating public transportation in an unfamiliar town and approaching strangers to help guide you along the way.

I would like to congratulate the Imagewest International

our new Spanish home. We dove into Spanish culture, design, tourism and even some side trips. All while listening to a little Spanish guitar music. While we all dreamed of beaches, Gaudí architecture, siestas and riding trains to France, we began our real preparation.

The account team began sending out press material to local, regional and national publications to inform the media about the international work that we will conduct. The design team has been finishing up agency projects from the previous semester, maintaining our social media sites and updating our agency website in preparation for the trip. We will be keeping you posted about our trip through our [website](#) and social networking sites and will be uploading [blogs](#), [photos](#) and [videos](#).

We have also had a few visitors to help our team prepare for our time abroad. The new head of the [study abroad office](#), Tom Millington, came by to talk to the team about things to remember when living and traveling outside of the United States. Tom has personal experience in Barcelona, and even lived in Spain for three years. His insight was very helpful for the team. He had insider details about excellent restaurants, areas to be cautious about, and museums you must see. The team then registered for International Student Identification Cards with the study abroad office on campus. Our host, Mariela, has also landed on American soil. She had lunch with Heather and [Mark](#) before stopping by the office to discuss more details of the trip with the team. She answered everyone's questions and provided more insight into the specifics of our trip abroad. As the prep work continues, the excitement within the office is growing exponentially.

Adventures Abroad

While abroad in Spain, the Imagewest International team plans to take in as much of Europe as we can.

A few of the team members have personal goals of visiting three countries. Although that may be difficult to fit in with full Monday to Friday work weeks, you can be sure the team will be exploring their surroundings to the fullest extent. A favorite of the team so far is the island of [Menorca](#). Full of uncrowded beaches and historical cathedrals, the Spanish island sits in the middle of the Mediterranean. As the team thinks of a plethora of destinations for their open weekends, we are also investigating the countless opportunities to explore within city of Barcelona. With such a rich culture, our host city will prove to provide a long list of experiences. With the Mediterranean as our backyard, the possibilities are endless.



A Taste of Spain

Pollastre i Amanida del Aguacante (Chicken and Avocado Salad)

Servings Size: 4

team for their willingness, dedication and talent. They will have wonderful stories to share with you as they step away from the familiar and immerse themselves in a new culture. So follow along with us on this journey and check out our [blogs](#), [photos](#) and [videos](#).

As Mark Twain said, "Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines, sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."

Thank you for your support and good wishes!

Onward & Upward,
- Heather



Ninja Gnome Fun Fact

"Catalonia is an autonomous region within Spain that stretches from the Pyrenees at the French border to the Mediterranean Sea, and has a population of almost 7 million."

Visit Us Elsewhere

- 1 lb cooked chicken, cubed
- 1 large leafed lettuce, shredded
- 1 ripe avocado, cubed

Dressing:

- 8 anchovy fillets, soaked in milk, rinsed and dried
- 1 small red Spanish onion, finely chopped
- 2 tablespoons fresh tarragon, chopped
- 2 tablespoons fresh chives, chopped
- 4 tablespoons fresh parsley, chopped
- 1 cup fresh mayonnaise
- 1/2 cup natural yogurt
- 2 tablespoons tarragon vinegar
- 1 teaspoon of hot pimenton (paprika)
- 1 teaspoon of sugar

Mix all the ingredients (except the chicken, avocado and lettuce) in a food blender. Whizz until smooth. This dressing is best left in the fridge for an hour or so, for the flavors to blend. When ready to serve, arrange the shredded lettuce on plates, top with the cubed chicken and avocado and spoon over the dressing.



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