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ImageWest International

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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 a flight to Spain once again! The team for 2010 will be completing an intense, eight-week internship. Four of those weeks will be spent in Barcelona while the four remaining weeks will be spent at the agency, 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 Semestres Sea’s, MV Explorer in the port of Barcelona. They have been a client of the 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...
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
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.