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UA68/13/5 Imagewest International Happenings, Vol. 6, No. 1

ImageWest International

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June 9,
2013

Vol. 6, No. 1

Imagewest International Happenings

British Invasion

Last year, Imagewest went abroad for the fifth time, working for a client in [Florence, Italy](#). Once again, this journey proved to be a great success for the agency and client, giving the students a rare and unique opportunity to add international experience to their resume.

http://img2.ymlp294.net/y1h7_Happenings_3.jpg This year, Imagewest will take learning to the next level by traveling to [Grantham](#), England to work with Harlaxton Manor. Their month-long stay at Harlaxton Manor is part of the eight week internship. Each team member has been awarded an Imagewest International Scholarship to cover a portion of their trip expense.

The client, Harlaxton Manor, is an institution owned by the [University of Evansville](#). The manor primarily serves as [Harlaxton College](#), which hosts over 300 American students a year. However, Imagewest's responsibilities will focus on the business side of the manor, promoting it as a premier venue for weddings and conferences. The responsibilities of the team include creating a logo and slogan that will help create a strong brand identity. The team will also be developing a website, creating a social media plan and designing other promotional materials to communicate what Harlaxton Manor has to offer.

This week, the ninjas will be saying goodbye to loved ones and getting on a plane, but they will be uploading [blog posts](#), [photos](#) and [videos](#) along the way as they enjoy side trips to London, [Ireland](#), [Scotland](#) and [Italy](#). You can check out the latest happenings on our [website](#), [Facebook](#), [Twitter](#) and [YouTube](#).

Imagewest International Team Members:

[Nicole Coomer](#) | Account and Public Relations

[Davide Fellini](#) | Sr. Interactive and Graphic Designer

[Racheal Fusting](#) | Account and Public Relations Coordinator

Heather Garcia | Agency Manager

[Martha Holmes](#) | Sr. Designer

[Matt Love](#) | Sr. Designer

[Alan Schneller](#) | Sr. Designer

[Mark Simpson](#) | Faculty Advisor

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

The team

Hard at Work
Preparation Overload

http://img2.ymlp294.net/y1h7_Work_5.jpg The Ninjas are using the first two-weeks of the internship to research trends in the wedding and conference industry, as well as cultural differences that may come into play. On May 28th the team kicked it off in high gear developing logos, slogans and color palettes. The team has had the opportunity to Skype with Simon Hawkes, Programs and Events Manager at Harlaxton, to further discuss the details of the upcoming projects and become more familiar with Harlaxton's current audience. Our PR coordinators are working hard to assemble a pre-departure media kit and an Imagewest PR plan. They are contacting local, regional and national publications to inform them of the work we will be doing abroad.

Simultaneously, a significant amount of logistics has also been covered. The team has worked together to budget and keep the trip affordable. Jerry Barnaby from [Study Abroad and Global Learning](#) and Elizabeth Heller from the [Career Services Center](#) have visited the ninjas to offer a range of tips from what to expect to safety while abroad. The team is lucky to have so many supportive individuals invested in making their abroad experience a success.

Adventures Abroad
Exciting Plans on the Horizon

While working in Grantham, England, the Imagewest International team plans to see as much of Europe as their workload will allow. The castle-like manor of Harlaxton and its beautiful 6.5 acre walled garden will offer plenty of places to explore. Our added side trips to London, Ireland, Scotland and Italy will offer even more cultural immersion. All of these adventures have been pre-planned and booked, making the trip seem that much more of a reality.

http://img2.ymlp294.net/y1h7_Adventures.jpg Our trip to Siena, Italy is an extra special treat since one of our members calls it home. Davide Fellini is our Sr. Interactive and Graphic Designer, but he will also serve as a tour guide and interpreter while visiting his hometown. Italy's legendary horse race, [the Palio](#), will be taking place while we are there as well, guaranteeing an exciting experience.

A Taste of England

Cottage Pie (aka. Beef Shepherd's Pie)

Ingredients http://img2.ymlp294.net/y1h7_Food.jpg

- 1 1/2 lbs. ground round beef
- 1 onion chopped
- 1-2 cups vegetables - chopped carrots, corn, peas
- 1 1/2 - 2 lbs. potatoes (3 big ones)
- 8 tablespoons butter (1 stick)
- 1/2 cup beef broth
- 1 teaspoon Worcestershire sauce
- Salt, pepper, other seasonings of choice

Directions

1. Peel and quarter potatoes. Boil in salted water until tender (about 20 minutes).

2. While the potatoes are cooking, melt 4 tablespoons butter (1/2 a stick) in large frying pan.

3. Sauté the onions in butter until tender over medium heat (10 minutes). If you are adding vegetables, add them according to cooking time. Put any carrots in with the onions. Add corn or peas either at the end of the cooking of the onions, or after the meat has initially cooked.

4. Add ground beef and sauté until no longer pink. Add salt and pepper. Add Worcestershire sauce. Add half a cup of beef broth and cook, uncovered, over low heat for 10 minutes, adding more beef broth as necessary to keep moist.

5. Mash potatoes in bowl with remainder of butter, season to taste.

6. Place the beef and onions in baking dish. Distribute mashed potatoes on top. Rough up with a fork so that there are peaks that will brown nicely. You can use the fork to make some designs in the potatoes as well.

7. Cook in 400 degree oven until bubbling and brown (about 30 minutes). Broil for last few minutes if necessary to brown.

Featured Team Members

http://img2.ymlp294.net/y1h7_ForNicolesprofile_1.jpg

Nicole Coomer
Account and Public Relations Coordinator

It is so hard to believe that I will be in England this week. I have never been out of the country before, so this will definitely be a new adventure for me. I cannot wait to immerse myself in another culture while developing my skills as an advertising professional. This summer will be the experience of a lifetime!

- Nicole

http://img2.ymlp294.net/y1h7_ForDavidesprofile_1.jpg

Davide Fellini
Sr. Interactive and Graphic Designer

My last summer before graduating has started full of enthusiasm and with good perspectives for the future. We will soon be leaving for Harlaxton, England and I can barely contain the excitement. I am looking forward to experience new environments, new challenges and new people.

- Ciao, Davide

http://img2.ymlp294.net/y1h7_ninjagnome.jpg

Ninja Gnome
Fun Fact

The famous Sir Isaac Newton went to school in Grantham, England, only eight miles from Woolsthorpe, where the famous apple fell.

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