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Geoscape 10th Annual New Mainstream Business Summit



Geoscape's Savvy University will be hosting the 10th annual New Mainstream Business Summit in Miami on March 11th through the 13th. Founder and CEO of Geoscape International, Inc., Cesar Melgoza expresses, "Now is the time to take leadership and grow your business by reaching the growth-majority of American consumers, those segments that make up the New Mainstream, Hispanics, Asian Americans, African Americans and Millennials." The Summit will provide attendees with cutting –edge insights from impacting workshops, groundbreaking case studies and outstanding keynotes, while enjoying first class accommodations, food and entertainment. It is a great opportunity to discover how to get the most value out of Geoscape's technological platform and network with multicultural marketing leaders from across multiple industries. The Center for Hispanic Marketing Communication will be well represented by Dr. Sindy Chapa, Ms. Karen Garza, Mr. Art Schwartz Restrepo and Ms. Katherine Cook. They will be presenting a study on these different topics:

- **Creating Emotional Reactions of Hispanic Consumers in Advertising**
- **English, Spanish, or Spanish: The Utilization of the Language of Bilingual Consumers the United States.**
- **New Trends in Tourisitic Destination Choices Among Ethnic Markets**

If you want more information on the Summit, please visit their website at <http://geoscape.com>

Students Published on

HispanicAd.com™

SEPTEMBER 2013

Art Schwartz, *Latinos and the NFL*

OCTOBER 2013

Howard Rodriguez-Mori, *The Role of Reference Groups in Influencing Hispanic Consumer Behavior*

Art Schwartz, *Far From Home, an Observation of Physical Distance*

Karen Garza, *The Importance of Home for Hispanic Consumers*

Angelene Cicero, *What other factors, besides generation and length of time in the US account for differences in consumer behavior?*

DECEMBER 2013

Angelene Cicero, *Monster High Dolls to Resurrect Mattel*

Events Calendar

MARCH 2014

11-13/

GEOSCAPE 10TH ANNUAL NEW MAIN-STREAM BUSINESS SUMMIT

13/

ADVISORY BOARD MEETING

APRIL 2014

1-3/

HISPANICIZE 2014 UNCONFERENCE

10-12/

PUNTOS DE VISTA INTERNATIONAL DOCUMENTARY FILM FESTIVAL

FEBRUARY 2015

19-20/

INTERNATIONAL CONFERENCE ON HISPANIC MEDIA AND MARKETS

Study on Latino Voters Outreach Published



Dr. Sindy Chapa (pictured left) and Dr. Enrique P. Becerra (pictured right) published a study on how Hispanic Americans respond to political messages.

Does language have an impact on Hispanic voters in the US? This question was the foundation of a study that **Dr. Sindy Chapa**, Assistant director for The Center of Hispanic Marketing at FSU, and **Dr. Enrique P. Becerra**, Director for The Center for the Study of Latino Media and Markets at TSU. This study, which started in 2008 during the Obama/McCain presidential elections, will be recognized in the Journal of Advertising Research on

June 2014. The study focused on the implementation of the Spanish language in various advertisements used during political campaigns. It developed for two and a half years, where political candidates and campaigns were simulated in order to validate their original findings. Hispanic Americans are the fastest growing ethnic group in the US. As political parties start to recognize the need to appeal to this population, their outreach strategies start to be more tailored towards appealing to Latino voters in order to insure their support.



Neleen Leslie Selected to Participate in The Three Minute Thesis

Our very own Neleen Leslie will be participating as a finalist for the Three-Minute Thesis™ (3-MTTM) Competition on February 4th 2014 from 2:45-3:45 PM. There she will be presenting her dissertation, *When Appearance And Language Disagree: Effects Of Culturally Incongruent Cues In Advertising*. We know she will do a tremendous job and she will represent the Center with great honor.



We Welcome Dr. Korzenny to the 4th Floor

Dr. Felipe Korzenny is a great mentor and is always willing to help anyone that comes to his office for guidance of any kind. What used to be a quick trip down the stairs to the third floor will now be a couple of steps down the hall. Dr. Korzenny will be moving his office to the Center on the fourth floor. We are more than excited to welcome our great friend and mentor to work besides us and help the center grow more each and everyday.

MEET THE STAFF: DR. HOWARD RODRIGUEZ-MORI



Dr. Howard Rodriguez-Mori is a researcher on the influence of interpersonal, social, ethnic and cultural factors on information-seeking behavior. He earned his Ph.D. at FSU in 2009 with his dissertation, *The Information Behavior of Puerto Rican Migrants to Central Florida, 2003-2009: Grounded Analysis of Six Case Studies Use of Social Networks During the Migration Process*. He earned his MLIS at FSU (2001) and holds both a Master's in Library Science and a Bachelor of Arts in Music and Music Education from Universidad Interamericana de Puerto Rico. In addition to this, he is an experienced public and academic librarian (UA and FSU Libraries) in the areas of diversity, reference and outreach.

Dr. Howard Rodriguez-Mori met Dr. Korzenny in 2005 through his book as he used it as a key source for his dissertation. We asked Dr. Rodriguez-Mori about his relationship with Dr. Korzenny and he said "In 2006, a former mentor of mine introduced me to Dr. Korzenny and recommended that I invite him to be part of my doctoral committee, to which he graciously agreed. A couple of years after I graduated,

I came back to work for FSU as an Assistant Professor. Since 2011, and by recommendation of Dean Larry Dennis, I've been collaborating with both the Center for Hispanic Marketing Communication and/or Dr. Korzenny."

"We teach in areas that are directly related to the future careers of our students, so when they connect and 'get' the knowledge, skills and abilities we impart in our lectures"

We asked Dr. Rodriguez-Mori about a piece of advice for mentees/students and he said the following, "Start to develop and maintain your professional networks while at school. Your fellow students can be an important part of your future, and they may become your reference and referral group, so work on your professional networking now. It is just too easy to lose contact with fellow students once you graduate. Develop your networks now and strive to maintain them after you leave school. And do not forget about us; we want to be part of your professional future. Remember that The

Center for Hispanic Marketing Communication promotes networking through the interactions of our students, alumni, and the professional community."

A fun fact about Dr. Rodriguez-Mori is that when he was in college he played the pipe organ and violin in order to support his studies. Furthermore, he enjoys playing the cello and watching DVD Movies to get away from the day-to-day stress.

Dr. Rodriguez-Mori expressed also that the most rewarding feeling he gets is making an impact on students. He says that it is, "...a hybrid combination of accomplishment and satisfaction. We teach in areas that are directly related to the future careers of our students, so when they connect and 'get' the knowledge, skills and abilities we impart in our lectures, I feel the satisfaction to know they are in the right track to succeed."



MEET THE ADVISORY BOARD: ADRIEN LANUSSE

It all started at a regular job fair. Lots of employment options but none that sparked Adrien Lanusse's curiosity. Being an eccentric thinker, he took a different approach to job searching and started contacting companies that he found interesting. Adrien states, "When I learned about a company called Hispanic Marketing Communication Research that year in 1992, I became fascinated by the idea. This was well before multicultural market research was popular". Growing up in a multicultural household forced him to wonder, "Why we bought different things and acted different as consumers?" Seeing how this was the company's main focus, he knew this was a perfect match for him. It was there where he first worked with Dr. Korzenny. "He's an incredible colleague, researcher, teacher and mentor. He shared with me the mission and vision of the center at FSU several years ago and I was very honored to become involved," shared Adrien. Thanks to that, he got involved in the center's advisory board.

Adrien mentions how one of the best things about being part of the advisory board is that he is able to share his

current and past experience with students. He confesses that the perspectives and ideas of the students he has worked with never fail to impress him. Another thing he finds rewarding about the center is the opportunity to work with esteemed board members that are industry leaders.

"I became fascinated by the idea. This was well before multicultural market research was popular"

A few years ago, a former colleague of his had recently started working for one of today's biggest household names, Netflix. This person told him all about how Netflix wanted to expand internationally. They were looking for someone who understood the process of conducting and interpret research across different markets and cultures to turn insights into actionable marketing strategies. Flash-forward to the present, you can find Netflix in over 41 countries (including all of Latin America).

Adrien gets to experience different

cultures first-hand since his work requires him to travel all around the globe. Even if he spends 65% of time "on the road for work" Adrien enjoys traveling for leisure and tells us that he loves visiting historic homes, such as Frida Kahlo's house in Mexico City. He also finds time to indulge in amusements like fixing his 1907 historic Bungalow house, watching TV shows, and movies like "Chico and Rita", a beautiful animated love story, which is of course available on Netflix.

Student Spotlight: Maria Fernanda Bayona

This month was Maria Fernanda's last here at the Center. For six months, Maria Fernanda worked as our International PR Director, where she acted as our liaison to universities in Latin America and contacted participants for our Puntos de Vista film festival. We will miss her enthusiasm, smile, and can-do attitude!



During these past couple of months, all of us at the Center for Hispanic Marketing Communication had the wonderful opportunity to work beside an outstanding, hard-working student, Maria Fernanda Bayona. She is from Bucaramanga, a small city in the east of Colombia, who finished her Bachelor in Social Communication, and a second Bachelor degree in Marketing and Advertising Technology. This passion for media and design helped her get involved with The Center.

It all began in 2012, when she participated in The 3rd International Documentary Festival called, "Puntos de Vista" at Texas State University. With the collaboration of her friends, she produced a documentary about the mines in Colombia called "Tierradorada". After she submitted her team's work, she came to the United States to present their documentary and won the second prize! It was during "Puntos de Vista" that Maria Fernanda had the pleasure of meeting Dr. Sindy Chapa, who is now an Assistant Professor and Associate Director at The Center for Hispanic Marketing Communication at Florida State University. Maria Fernanda expressed her interests to Dr. Chapa about the "Puntos de Vista" festival, as well as The Center, and so Dr. Chapa offered her the opportunity to intern for a semester at The Center at Florida State University.

Maria Fernanda's experience was very rewarding. She was able to improve her English communication skills, while still doing what she loves – media and design. One of her most outstanding projects, was her contribution towards the upcoming "Puntos de Vista" festival that will take place April of 2014. Overall, she describes her international internship experience at Florida State University as, "The experience of being in another country, meeting new people and discovering this new lifestyle is always fascinating. Since day one at The Center, I met people who helped me and became very good friends with them. It was not easy at the beginning, because everything was new for me, so every day was a new challenge. From taking the correct bus to go to the office, to distributing work to the volunteers. Everything was a new experience. But as the days and months passed, I got used to fulfilling my activities and things began getting easier. I learned as much as could on my job as an International Relations Director, and now I do not want to leave this place"

Her journey does not end here. She plans to head back to Colombia and finish her degree. Afterwards, she is planning to apply for the Master's Program at Florida State University. She has many career goals, which she will accomplish exceptionally with her drive as a communicator to change people's lives, and her willingness to never give up during difficulties.

We wish you the best of luck in your career Maria Fernanda Bayona, and we will all miss you here at The Center for Hispanic Marketing Communication.



Photos Left and Right: Maria Fernanda attending a Florida State Football Game and touring FSU's gorgeous campus



Farewell Party for *Maria Fernanda Bayona*

On Friday, January 31st we gathered to have a small dinner and say our goodbyes to Maria Fernanda, our International PR Director. It was a very emotional evening and we will miss Maria Fernanda's smile and enthusiasm.



TOP Photo Left: Maria Fernanda hugs Wally Cardona; Top Bottom Left: Wally Cardona, Dr. Sindy Chapa, and Clover with Maria Fernanda; Top Photo Right: Dr. Chapa, Dr. Felipe and Betty Ann Korzenny take a photo with the group.

BOTTOM Photo Left: Dr. Felipe and Betty Ann Korzenny with Maria Fernanda; Photo right: Dr. Chapa and Dr. Felipe Korzenny give a warm speech to Maria Fernanda; Photo Left: Art Schwartz, Ingrid Patino, Jonathan Butler with Maria Fernanda; Photo Right: Maria Fernanda with Katherine Cook.

What Went on in December/January?

DECEMBER



Center's Christmas Party

Our staff and volunteers gathered together at Dr. Sindy Chapa's home for a Christmas party -- with a twist! Everyone got to share a bit of their heritage by bringing different foods from their home country and culture. Gifts swallowed up a table in their fiery reds and cool mint greens gift bags and were ready to be exchanged. Everyone bonded together over gifts, food, discussions, and a game of "White Elephant."

JANUARY



Unconquered & Undefeated

On January 6th in Pasadena, California, after an incredible undefeated season, the Noles brought home, the 3rd Crystal Ball Trophy. The heart stopping game ended with a score of 34-31 crowning FSU as BCS champions. Directly from our Advisory Board, **Joe Zubizarreta** (Chief Operating Officer at Zubi Advertising in Coral Gables, FL) and his girlfriend witnessed our team's victory. Go 'Noles!



The Documentaries are In!

We are closer for the 5th Annual "Puntos de Vista" -- "Points of View", International Spanish-language documentary Festival. We are more than excited to announce the participating countries that will be part of the festival on April 10th and 11th. We got several submissions from all around the globe but it was Puerto Rico, Mexico, Chile, Colombia, Peru and the US that made the cut. We are more than ready and excited to welcome the representatives from each documentary this coming April.



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