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Advisory Board Meeting



The board members Jorge Ortega, Mark Lopez, Geoff Godwin and Cesar Melgoza with Dean Larry Dennis, Dr. Sindy Chapa, Dr. Ulla Sypher, Dr. Gary Heald, Mafe Brooks, FSU students and members and HMC staff

This year's advisory board meeting was a memorable one. With new initiatives from Dr. Sindy Chapa and the support from the staff and volunteers at the Center, we were able to gather CCI faculty, students and our members at several events that took place in UCC, Azu and the Shores building. The advisory board members who joined us at this year's events were:

- Rochelle Newman-Carrasco:** Chief Hispanic Marketing Strategist at Walton Isaacson
- Geoff Godwin:** VP of Marketing at Emerson Climate Technologies - White Rodgers Division
- Mark Lopez:** Head of U.S. Hispanic Audience – Sales at Google
- Jorge Ortega:** Managing Partner & Co-founder of Newlink America
- Cesar Melgoza:** CEO & Founder of Geoscape

Our Agenda is as follows:

Thursday, Oct. 10 Open House 5:00 p.m. – Center's Offices

During our open house, students and faculty had the opportunity to meet our members in person, learn about their journeys in the industry and also ask them one-on-one questions.

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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?*



Dr. Korzenny Goes Viral

Ted Frank from Backstories Studio interviewed the Center's Director, **Dr. Felipe Korzenny**, about successful marketing strategies for U.S. Hispanics. In this interview, you will be able to understand key issues in connecting with US Latinos as well as insights, research and tactics that lead to effective campaigns.

Watch the complete video here on [youtube](#)

Advisory Board Meeting



Board members and HMC faculty give Center's students their scholarship certificates (Photo Top Left); Dean Larry Dennis with Dr. Betty Ann Korzenny at the reception dinner. (Photo Top Right); Dr. Sindy Chapa presenting at the Advisory Board Meeting (photo bottom).

Welcome Reception 7:00 p.m. - Asian Fusion Restaurant

The advisory board members and the team at the Center headed to Azu to celebrate a special dinner. The reception allowed for networking and the recognition of our former Associate Director, Dr. Betty Ann Korzenny for her amazing work and contribution to the Center throughout the years.

Friday, Oct. 11 Center's Presentation 9:00 a.m. - Shores Building

On Friday morning, several students along with Dr. Sindy Chapa shared the research efforts, projects and events that are part of the Center's core plans. These included:

Monthly digital newsletter

The International Documentary Festival Puntos de Vista 2014

The Hispanic/Latino Media and Marketing 2015 International Conference

Current research being conducted at the Center

The mentorship program and much more

Mentorship Luncheon 2:00 p.m. – Goldstein Library

For this year's annual advisory board meeting, we took advantage of the members' attendance to introduce them to their new mentees, recognize their service as mentors with the "Mentor of the Year Awards" and also had them give the scholarship certificates to the recipients in person. In addition, another new tradition was started at the Center. Starting from this fall, students from the Center who are graduating will receive a personalized HMC stole as a gift to wear on graduation.

Meet The Staff: Advisory Board Edition

During the advisory board events, we had the opportunity to interview our two co-chairs [Rochelle Newman-Carrasco](#), Chief Hispanic Marketing Strategist at Walton Isaacson and [Geoff Godwin](#), Vice President of Marketing at Emerson Climate Technologies, White-Rodgers Division.

Rochelle Newman-Carrasco



With more than 30 years of experience in the Hispanic Marketing industry, Rochelle joined the Center's advisory board about 3 years ago due to her close relationship with Dr. Felipe Korzenny. For her, the most rewarding aspect of serving as a member in the board is being involved in the mentorship program and the relationship she has cultivated with the students. "Sometimes I actually learn more from my students than they learn from me," she states. The main advice she gives to her mentees is to not be afraid of asking for help or assistance from others. She also shares that students should not stand in their own way when trying to accomplish their goals. They should "embrace change." Another important aspect is to surround yourself with great people. "Your network is your net worth as someone once said," she mentions. The Center and its affiliates are a great opportunity to start building that network. With the talent and diverse background of the advisory board members, students can really get involved and learn from them.

Rochelle considers herself a "missionary" in the field because she feels like there has not been as much progress in corporate America toward Hispanic consumers as there should be. She wants people in the industry to understand that they do not have to be Hispanic to work in the Hispanic marketing industry. This is a misconception for many that needs to be changed. As co-chair, she strives to turn her thoughts into actions. "If I say I am gonna do something, I'll do it." She believes in having a Yin and Yang relationship with Geoff and complementing him by working on the creative side while he handles the strategic planning area.

In the early 90's, the research firm Dr. Korzenny founded became a trusted partner for Rochelle's clients involved in Hispanic marketing. They have cultivated and maintained a strong business relationship and friendship ever since. Besides inviting her to join the advisory board at the Center, he continues to surprise her. In fact, in our last advisory board meeting she was surprised to find out that there was a new scholarship named the "Rochelle Newman-Carrasco" Latin American and Caribbean Scholarship.

Something you did not know about our co-chair: She does stand-up comedy in her free time! Even though she considers herself a "fundamentally shy person," this is something she has enjoyed for years.

Geoff Godwin



As marketing leader for White-Rodgers, Geoff is responsible for all communications, advertising, product development and market planning for the division. He too was invited to join the Center about six years ago by Dr. Korzenny. As one of the inaugural members, he has had the opportunity to experience the growth of the Center from the very beginning. For him, the most rewarding aspect about being involved with the Center is the relationship with the students. He also enjoys having the opportunity to keep the Center sustainable so it continues to grow and succeed for the next 5, 10 and many more years.

His biggest advice for mentees and students is to "Find their passion and do what they want to do." For Geoff, "the only constant today is change." One of the greatest benefits for students that are involved with the Center is to be exposed directly with the advisory board members who come from different backgrounds and having that absolute connection and networking opportunity with great professionals. In addition, the interaction with such a diverse group of people working at the Center, leads to life experiences that are unique and powerful. The different cultures and teamwork allow students to start developing the skills that are needed for the workforce.

His relationship with Dr. Korzenny actually started about 7 years ago when he wanted to bring an expert in Hispanic marketing to speak at his company. Dr. Korzenny's name kept coming up wherever Geoff asked. "Felipe knows everyone in the industry, he is so well connected and the great relationship he has with people across the industry speaks a lot about him." He adds "Nobody can say no to Felipe." Geoff really values his role as co-chair and hopes to keep playing a role in the continuous growth of the Center in the upcoming years.

Something you did not know about our co-chair: His background is actually not in Marketing. He actually has his undergraduate degree in Aerospace Engineering!



Students pose with their scholarship awards with Dr. Sindy Chapa, Dr. Felipe Korzenny, and Mafe Brooks at the reception.

CCI Scholarship Reception

On October 3rd at this year's College of Communication and Information scholarship reception, 9 students from the Center were recognized with different scholarships. Several members of the advisory board and their companies provided these financial awards. Students decided to share their appreciation to the members by writing thank you statements in the October as well as the November edition of The Center's Newsletter. Here they share how these funds have helped them in their professional and personal lives:

“

Going back to school can be stressful, especially with limited resources. Being awarded this scholarship has removed monetary stress and has allowed me to focus solely on school. I will forever be grateful to Coca-Cola and Frank Ros for this generous donation. I believe this scholarship is not just helping me, but the thousands of others I will eventually help with my future degree.”

-Marsha Buchanan, Master's student, Coca-Cola Hispanic Marketing Scholarship.

“

I am so grateful to have been awarded this Scholarship! Never in my wildest dreams did I picture myself in grad school, but with this help I have been able to further my education and learn more about the Hispanic culture. Thank you again for your continuous support, my family and I truly appreciate it!”

-Karen Garza, Master's Student, Emerson Climate Technologies Scholarship.

“

I'm thankful for being a recipient of such a great award! This award will further my education and aid in my studies!”

-Johnathan Butler, Master's Student, Coca-Cola Hispanic Marketing Scholarship.

What Went On in October?

North Florida Hispanic Festival



On Saturday, October 5 some of our staff and volunteers headed to the North Florida Hispanic Festival to continue the celebration of Hispanic Heritage Month. Our promotions team was able to spread the word about the Center and invite people to get involved in our programs and activities. While promoting the center, they also had the opportunity to enjoy live shows from the traditional polleras, festive music and traditional Hispanic food.

Center's Annual Halloween Party



Our staff, volunteers and other students from the Center gathered on Friday, October 25 for an early celebration of Halloween and the Center's annual Halloween party. We enjoyed great music, food and activities. A great way for bonding and celebrating this holiday at Dr. Chapa's house!

Events Calendar

NOVEMBER 2013

07-09/

FIU HISPANIC COMMUNICATION
CONFERENCE

15/

PUNTOS DE VISTA SUBMISSION
WINDOW OPENS

DECEMBER 2013

13/

PUNTOS DE VISTA PROPOSAL
DEADLINE

GRADUATION CEREMONY:

*Joana, Francesca, and
Alejandra finish their
journey at FSU!*

APRIL 2014

10-12/

PUNTOS DE VISTA
INTERNATIONAL DOCUMENTARY
FILM FESTIVAL

FEBRUARY 2015

19-21/

HISPANIC/LATINO MEDIA AND
MARKETING 2015
INTERNATIONAL CONFERENCE

Alumni Spotlight

Fernando Rodriguez | Director Hispanic Marketing at Moore Communications Group in Tallahassee



Fernando Rodriguez is an outstanding example of individual success and hard work. While working on his Master in Communications and getting his graduate certificate in Multicultural Marketing Communication at the Florida State University, Fernando was an employee at Moore Communications Group (MCG). When he was confronted with the task to come up with an idea to develop in the upcoming year for MCG, he thought of MCG Latino. Since then, MCG Latino has become a well known name in the community and the state of Florida.

MCG Latino has worked with renowned companies, including Ford, where MCG Latino was able to help the brand reach Hispanics in New York, Los Angeles, Texas, and Florida. As his marketing strategy, Fernando is able to “breach” the Hispanic market and community and gain confidence in them by first becoming “amigos” with the customer, which sets up the proper precedent for customers to buy the products.

When it comes to Hispanic talent in the U.S., the number of influential and successful Hispanic citizens is rapidly growing. As this number grows, brands are finally testing the “Hispanic waters” Fernando states, “The sooner they engage with this fast-growing population the better. It will continue to grow stronger as Hispanics continue to occupy more influential positions in the community, politics, entertainment, etc. There is no slowing down.” MCG Latino, with Fernando at the head of the curve, is only heading in a positive direction with bright horizons and success in their future.

Lauren Fisher | Graduate from the Multicultural Marketing Communication Certificate



Before beginning graduate school at FSU, Lauren Fisher spent a year in France teaching English at an elementary school. Living in another country and being a cultural minority, challenged and changed her in unexpected ways. She returned home committed to understanding the cultures of minority groups in her own country. Through her experiences with the Center for Hispanic Marketing Communication at FSU, she found an opportunity to cultivate a richer understanding of cultures.

Lauren currently works for the School of Business at the University of Utah, where she helps market the school with the primary goal of recruiting top students to the Business Scholars program. She believes that with the rate of change in U.S population and the increasing role of multiculturalism in all business careers, her certificate in multicultural marketing gave her a definite advantage in her career: “This certificate demonstrated to my employers that I was genuinely committed to celebrating diversity, dispelling stereotypes, and capable of making connections with a diverse population.”



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