

UNITED METHODIST CHURCH

PLANS BOOK



Second Chance



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EXECUTIVE SUMMARY

† **Our task at Second Chance was to design an integrated marketing campaign for the United Methodist Church (UMC).**

The challenge was to create messaging that would communicate UMC's values while showing UMC's relevance to millennials in their changing life stages. While the United Methodist Church is younger than some other churches, it draws on traditions and beliefs that are almost 300 years old. And while these beliefs have stood the test of time, the church is facing a new obstacle: the wavering attention span of the millennial

generation. Millennials have received a lot of attention from academics, as well as industry professionals because they have reached the age where they are actively shaping the communities around them. To some, millennials are the next wave of entrepreneurs, ushering in a boost to the economy and growth in technology. To others, they are a group full of entitlement and arrogance. While neither is completely correct, the millennial generation is essential to UMC's survival.





THE CHALLENGE

SECTION 1

† **The current UMC congregation is aging out and new members are not coming in.**

Although this is a problem across most religions, we believe we can put UMC in the best position to overcome this obstacle. As millennials take longer to settle down, they spend more time away from the church, and many do not come back after leaving home, abandoning any dialogue with the church. Second Chance is here to help the church re-open that dialogue. We're offering insights into why the younger generation is leaving the church. On top of that we're offering

creative ways to speak with millennials, and not just at them. We have identified ways to engage with millennials by speaking to them in ways that are relevant to their lifestyles. Instead of changing what UMC stands for, we want to change how people, especially millennials, understand the United Methodist Church.

UMC ANALYSIS

1968

Founded in 1968



Mission

By working together, we
accomplish more.



The Evangelical United Brethren
Church + The Methodist Church =
United Methodist Church

12.3 

12.3 million members



Worldwide Community

Seek out opportunities to
transform lives.



Open Hearts, Open Minds,
and Open Doors.
God's grace is available to all.

32,000+ 

32,000+ churches
nationwide



Active Discipleship

Sharing God's love by offering
hope and healing to those looking
for more meaning in their lives.



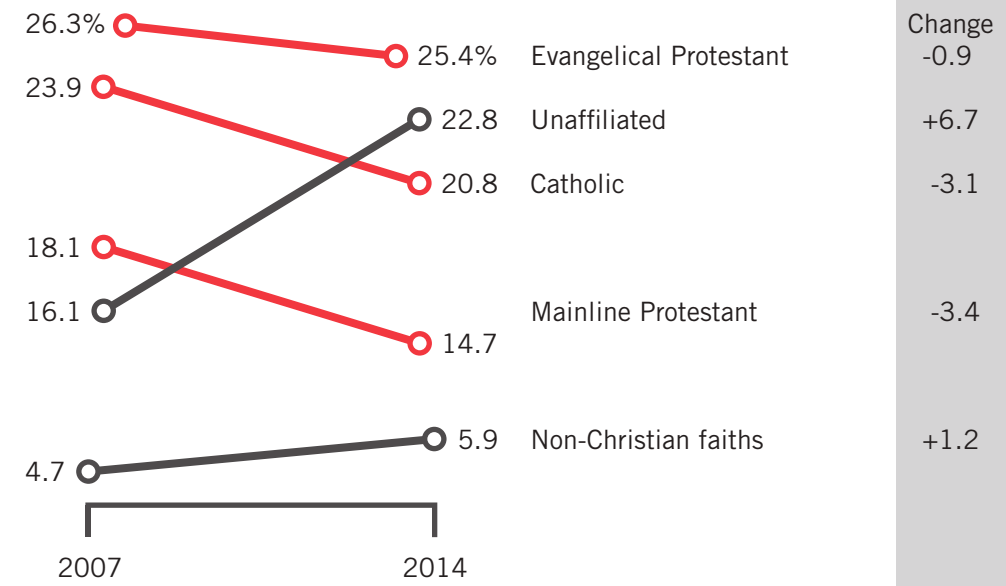
"Faith does not happen overnight,
but rather is a journey."
—www.umc.org



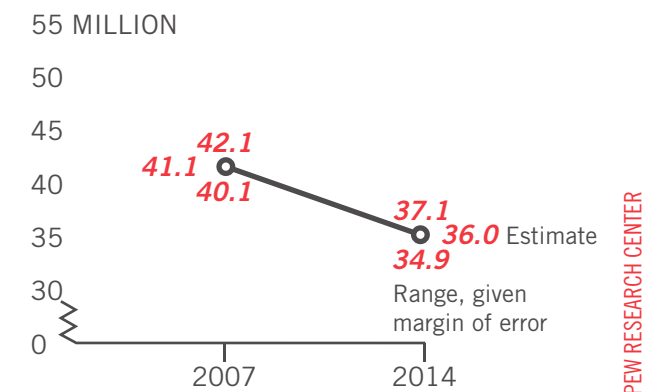
MARKET ANALYSIS

SECTION 2

UNIVERSAL DECLINE OF CHRISTIANITY



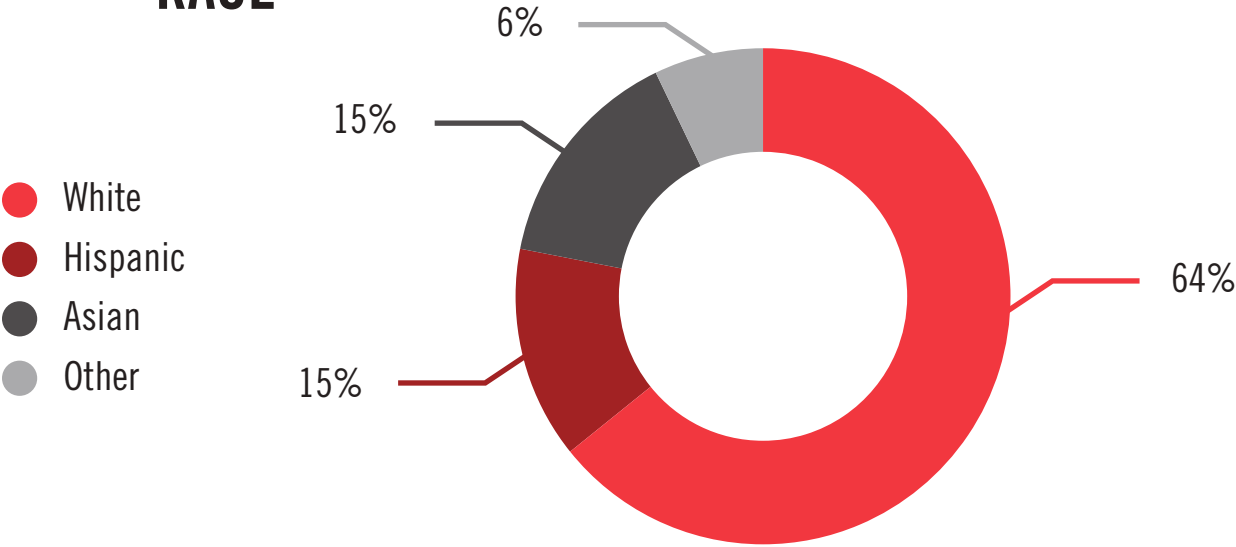
5 MILLION FEWER MAINLINE PROTESTANT ADULTS THAN IN 2007



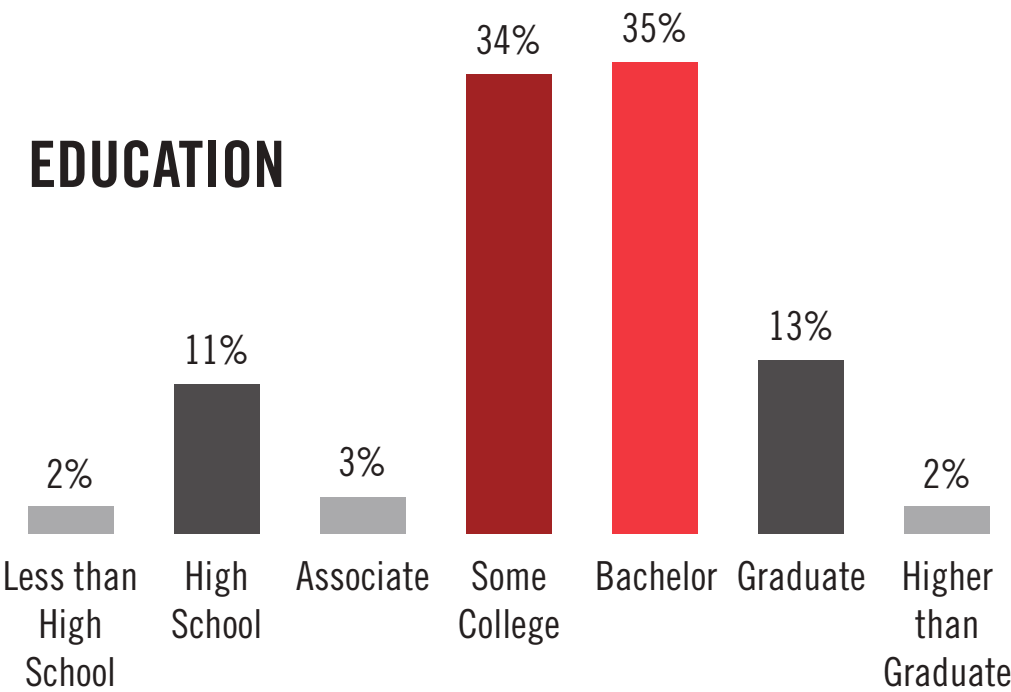
RESEARCH & KEY FINDINGS

SURVEY DEMOGRAPHICS

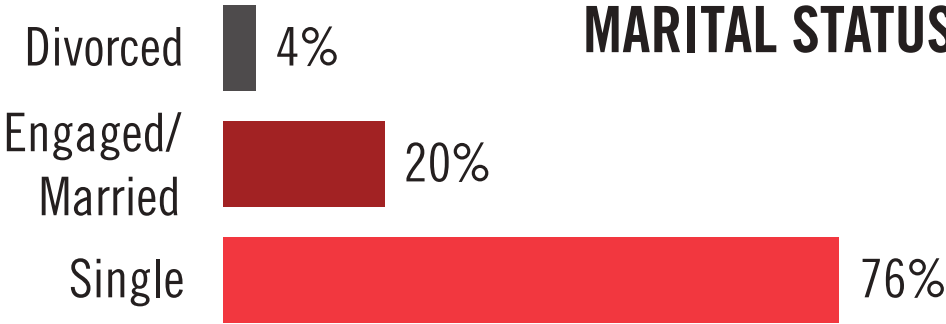
RACE



EDUCATION



MARITAL STATUS



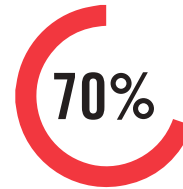
SO WHAT DOES IT ALL MEAN?

- Millennials want to figure things out for themselves, even if it's the hard way
- Millennials love to feel like they belong
- They want a constant support system
- They want to express their spirituality in ways other than going to church

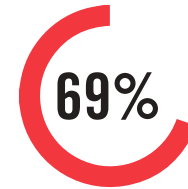
KEY INSIGHT:

Millennials are looking for a community aspect in church:

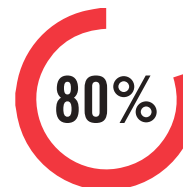
SECTION 3



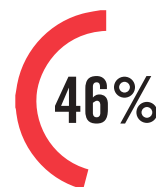
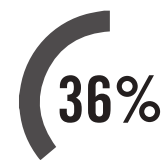
Respondents **grew up** going to church.



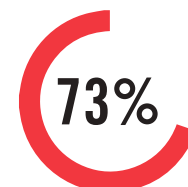
69% of respondents now go **less than 6 times** a year with 36% of those **never going at all**.



Respondents believe they can connect with their spirituality in ways **other than going to church**.



Community was the **number 1** most favored answer with 46% writing some form of this in an open ended question.



Respondents are more likely to volunteer **with a group** of people, than by themselves.

SWOT ANALYSIS

STRENGTHS

- Large following
- Thousands of churches around the U.S.
 - Less rules than many sects of Christianity/religion in general
- Invitational message and slogan

OPPORTUNITIES

- More appealing forms of community involvement
- Participatory activities
- Transparency
- Make charity cool
- Set up a system for feedback
 - Add personal touch for feedback
 - Emphasize authentic connections
- Make church easier to attend
- Getting people to try spiritual health and whole health
- Appeal to universal search of happiness
- Expanding on “Open hearts. Open minds. Open Doors.”

SECTION 4

WEAKNESSES

- Negative perceptions exist
- Reasons people aren't going
 - Busy
 - Parents aren't forcing them to go
- Church is boring
- Church is a burden
- Over promised
- Miscommunicated messaging
- Stereotyping millennials
- Outdated
- Inconsistent messaging
- Millennials value independence
- Millennials don't like being told what to do

THREATS

- Nondenominational churches erase boundaries and appeal to general audiences
- Spirituality is no longer tied to physical presence in church
- Millennials do not like being told what to do
- Millennials prefer nondenominational church
- Afraid to talk about religion in general
- Inherently passive activity
- Going alone is scary
- Sit and be yelled at approach is common
- Peer pressure to do other things
 - "Not everyone is doing it"

TARGET PERSONAS

WHAT CAN UMC OFFER TO MILLENNIALS?

KATE:

- **UMC** can offer **Kate** opportunities to give back.

OLIVIA:

- **UMC** can offer **Olivia** peace of mind and stability in her fast paced life.

JAMES:

- **UMC** can offer **James** the opportunity to grow and provides the right fit.



Kate grew up going to church with her family but once she went to college, church was no longer a priority. She frequently checks social media, browses fashion blogs and magazines, and spends time streaming online TV shows. She enjoys engaging in volunteer opportunities. **As her priorities are shifting, she is realizing she wants to be a part of something bigger than herself.** We have labeled Kate a millennial deserter and identified people like her as the primary target of our campaign.

SECTION 5



Olivia also grew up going to the church with her family. **She comes back to church periodically when she feels guilty or on major religious holidays.** Like Kate, Olivia also spends time frequently checking social media. She spends time online shopping and likes to check in with all her friends in group chats. This is important because she's an influencer to her peers. Olivia is a millennial boomerang.



Unlike Kate and Olivia, James did not go to church growing up. James spends slightly less time online and commutes every day to get to his college campus. **James is seeking a community where he can learn from people with different backgrounds who are moving towards the same goals in life.** We have labeled James a millennial nomad.

EXPERIENCE MAP



SECTION 6

CONSIDERING

RESEARCHING

INTERACTING

EVALUATING

DOING

FEELING & THINKING

OPPORTUNITIES



Met friends and family who invited me to church.



There was a wedding, birth, or death in the family.



Search online for nearby churches.
Search online for times of church services.
Search online for volunteer opportunities.



Ask friends what church they go to.
Check out churches on social media.



Attend church services.



Talk to current members.
Talk to minister/youth leader.

Decide whether or not the church is a good fit.

Start searching for new churches.

Go back to previous priorities.

"I feel guilty for not going to church."

"I am feeling nostalgic for my childhood when I went to church."

"I want to be a part of something bigger."

"I want to be a part of a community."

"If I don't start going now, when will I go?"

"Are these people going to judge me?"

"Will I have things in common with these people?"

"Do I have enough time?"

"I feel like they all offer the same things."

"Is this a good fit for me?"

"This isn't what I expected."

"I am feeling nervous and excited."

"What does this church have that is important to me?"

"Is there anything that separates this church from other churches?"

"I like where this church is located."

"I like the people who go to this church."

Convey UMC as a place of support and community.

Convey that going to church can be convenient by emphasizing the 32,000 churches across the US.

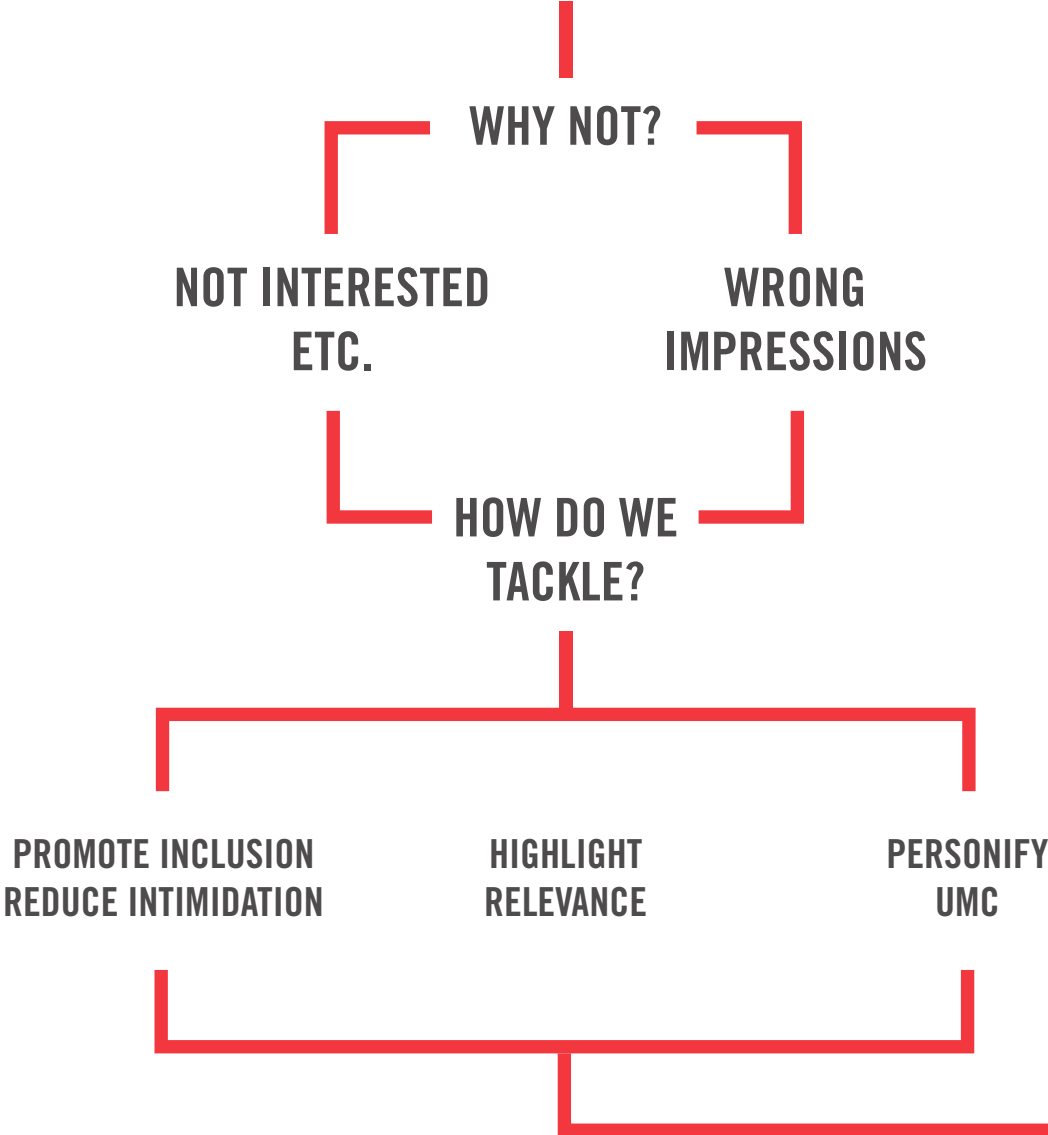
Show that church can be relevant to individuals' interests.

Deliver on the promise that spirituality is available to everyone, no matter where they are from or where they have been.

Offer a sense of welcoming in messaging efforts.

MILLENNIALS AREN'T GOING TO CHURCH

MARKETING STRATEGY OVERVIEW



Use social influence to bring others into the community.



Approach millennials where they already exist.



Create dialogues to speak with millennials, not at them.

OBJECTIVES: ADVERTISING & MARKETING

MARKETING

What are we trying to achieve with this strategy?

1. **Become the right spiritual fit for millennials**
 - a. Millennials realize they do not necessarily have to be in church to be spiritual. However, spirituality can be enhanced when you have UMC as a guide and a community with whom to experience it.
2. **Become an informational resource for philanthropic efforts**
 - a. Millennials are often looking to be a part of something bigger than themselves. Through UMC's philanthropic opportunities, this desire can be filled.
3. **Become a source of support for millennials looking for community**
 - a. Millennials are often in periods of transition (i.e. graduating college, finding a career, moving to new cities, beginning relationships and/or starting a family). Therefore, UMC can be a constant in their ever-changing lives.



SECTIONS 7 & 8

ADVERTISING

What are we hoping our target understands from our messaging?



1. UMC speaks with millennials, not at them.



2. UMC offers a place where people from different backgrounds can come together as one.



3. UMC is relevant.

MESSAGING PLATFORM

TAKEAWAY ACTIONS:

MILLENNIAL “DESERTERS”:

UMC provides a community where millennials can grow into the person they want to be.

MILLENNIAL “BOOMERANGS”:

UMC provides a place where millennials are valued and heard.

MILLENNIAL “NOMADS”:

UMC provides millennials with an invitation to make church their own.



SECTION 9

CUSTOMER GROUPS	MILLENNIAL “DESERTERS”	MILLENNIAL “BOOMERANGS”	MILLENNIAL “NOMADS”	INTERNAL
#1 BENEFIT (POSITIONING)	-Hope for a second chance and spiritual belonging	-Homecoming -Stability	-The right fit for people looking for clarity and direction	-Becoming a leader -Uniting a group
KEY MESSAGE	UMC does not believe in an expiration date when it comes to returning to church. They want to provide you with the opportunities to serve others.	UMC is a home away from home. It will be there for you in a time of need.	UMC is a large community comprised of different backgrounds where everyone is welcome. They hope to provide guidance/ understanding for what the UMC mission statement is.	Leadership opportunities are available in UMC for members looking to help others grow and share in their faith.
PROOF POINTS	-Stories and affirmations from people of all walks of life -Open doors for all -Transforms hopelessness into hope -Volunteering opportunities in local communities	-Great support program from the people in the church -It is never too late to come back to church	-Every church provides different opportunities of expression -They are open minded with readiness for new members -Members can rely on UMC	-Outreach is needed to bring people in -As people join, they'll need to know the ropes -Followers need a leader
TACTICS	-Website -Videos -Social Media	-Website -Videos -Social Media	-Website -Videos -Social Media	-Website -Newsletter -Social Events -Training
GROUP DESCRIPTION	Individuals who grew up in church but left after college. They feel they are “too far gone” but still hope to do good/be a part of something bigger than themselves.	Individuals who grew up in the church, left, and now come back periodically. May have come back because of guilt or to fulfill attendance at major holidays.	Individuals who didn't really go to church growing up and are now considering it.	Churchgoers

CREATIVE STRATEGY

† **Since creative executions are produced for the end consumer, we chose to listen to millennials wants and needs and fit them accordingly.**

In order to really connect with the target audience, we chose sleek images and catchy headlines to grab their attention. The imagery is up-close and personal and relatable to millennials. The ads convey a light message but are rooted in deeper meaning. Millennials do not want to be forced into anything, therefore, we just offer to open the doors.

SECTION 10

CONCEPT 1: “LEGAL TALK”



“LEGAL TALK”

† Through primary research, we discovered that certain millennials felt churchgoers were judgmental of non-churchgoers.

In their minds, churchgoers had a certain stigma of seeming critical and uninviting. While this is something that UMC cannot necessarily control, we can tackle this obstacle by making the target audience feel important, understood and valued. The message is not age specific and can work universally with both primary and secondary audiences. The common tagline in these ads will resonate with anyone who feels like they are “too far gone.” Viewers will walk away feeling hopeful.



SECTION 10.1



CONCEPT 2: “JOKES ASIDE”

SECTION 10.2



“JOKES ASIDE”

† **Humor plays a very important role in millennials' lives; therefore, we want to speak their language in order to better attract them.**

“Jokes Aside” is a concept that addresses the issue of millennials perceiving church to be dull. Our idea challenges that notion, without having to change anything about the church. We want United Methodist Church to be relatable and approachable. The idea is simple. Grab their attention by calling them out, and then present them with a benefit and a call-to-action by using humor to our advantage. Beneath the humor lies a rich layer of social commentary about things that most millennials can relate to. It's almost as if we are holding up a mirror and having them confront realities that they can identify with- and hopefully laugh about!



SECTION 10.2



WEAR YOUR SUNDAY
BEST... **ON SUNDAY.**

Whether you dress to impress on the
church floor or the dance floor, you're
welcome here.



SURPRISE YOUR MOM WHEN
YOU TELL HER YOU'LL CALL
HER BACK **AFTER CHURCH.**

We're a community that can help you grow
into the person you want to be. Just don't
expect us to call her for you.

COME SEE WHAT WE'RE ABOUT
UMC.ORG/MYCHURCH



CONCEPT 3:

“MY KIND OF CHURCH”

SECTION 10.3



“MY KIND OF CHURCH”

† “My Kind of Church” is a campaign that targets millennials that are interested in volunteering yet see church as being inconvenient, time consuming and lacks community.

Therefore, they are leaning towards other resources for volunteerism. Based on this insight, we decided on a campaign that shows millennials that church doesn’t just happen on Sundays but whenever there is an opportunity to help. “My Kind of Church” showcases how UMC places primary emphasis on putting faith and love into action. Each image in these ads represents community and a specific benefit that the target audience can achieve. Ultimately, the goal is not to change the United Methodist Church, but rather change the way the millennials think about the church. “My Kind of Church” shows them exactly how UMC can make a difference in their lives.



SECTION 10.3



THIS IS MY KIND OF CHURCH



THIS IS MY KIND OF CHURCH

COME SEE WHAT WE'RE ABOUT
UMC.ORG/MYCHURCH

MEDIA OBJECTIVES

PROBLEMS

The United Methodist Church is not communicating their ideals in a way that is relevant to millennials.

OBJECTIVES

To establish that the United Methodist Church is relevant to what millennials value. This will be done by making an emotional connection with millennials where they already spend time communicating with each other.

STRATEGY

Our media strategy is to approach millennials on digital platforms that they frequently use and in physical locations that will break through the clutter of the advertising they see every day. For our digital ads, we chose to place them on light-hearted websites that millennials visit frequently. These included: BuzzFeed, LinkedIn, Facebook, Spotify and Pandora.



SECTION 11



The largest part of the the budget is placed within BuzzFeed because their audience is exactly our target demographic. Instead of choosing a more serious news outlet such as CNN or USA Today, we chose to place our ads in a more light hearted social news and entertainment environment to match the message of our ads. BuzzFeed is so impactful because 75% of their traffic is from social referrals. This is important in reaching millennials because they are a generation who are much more likely to click something if one of their friends posted it.



The next largest chunk of the budget was spent on LinkedIn and Facebook. As mentioned previously, we want to reach millennials who are possibly transitioning through life stages such graduating college and finding their first career, for example. LinkedIn is becoming the go-to place to search for job and connect with professional contacts, which makes it the perfect place to serve an ad that suggests another type of change. Facebook, on the other hand, offers great customization options in terms of targeting an audience and specifying certain demographics and psychographics we want to reach with our ads.



Lastly in our digital strategy, we have chosen to target our audience on Spotify and Pandora. Millennials are the largest and most engaged audience on Pandora and Spotify. Specifically, Pandora reaches 54% of the entire millennial digital audience. This number, along with the easy personalization of ads on Spotify and Pandora will allow us to tap into the passion point of music which is a proven way to tune into Millennials.

To round out our campaign, we have chosen to utilize Methodist groups within universities to help distribute posters and lawn signage that will act as somewhat of a “billboard” around campus. Out-of-home is one of the most memorable media, second only to TV.

WEBSITE

- † The proposed microsite will live under umc.org as an extension to target millennials. By using fresh imagery and colors throughout the site, we can effectively resonate with the target.



HOMEPAGE:

Millennials like to use websites as their primary source of information. We have created a microsite with engaging and rich information for our millennial targets. “What to Expect” is a feature that displays a quick video showing what it would be like to attend a church service. Another feature, “Volunteer Opportunities,” uses location tracking technology to find filtered opportunities nearest to you.



SECTION 12

† We have designed a landing page where traffic will be sent specifically to prompt a certain action, in our case, it will inform our target of volunteering opportunities at UMC. Landing pages are great advertising and marketing tools because they help measure the effectiveness of campaigns with the use of analytics, AdSense, and built-in plugins.

VOLUNTEER:

We believe that having landing pages will increase our engagement with our target if they answer the call-to-action promoted by our ads. Here, they can find ways to volunteer, both physically and virtually. We promote opportunities for online volunteerism such as donating, engaging in social campaigns, and even recruiting team members for your own cause. Now, it will be difficult for millennials to say “I don’t have time to volunteer.”

INTEGRATED MARKETING COMMUNICATIONS



SECTION 13



TACTIC ONE: PROMOTIONAL MARKETING

- Give portable phone battery chargers to new freshmen in dorms that say “100% battery guaranteed.”
- UMC gifts:
 - pens, t-shirts, bags, etc. with UMC logo & tagline



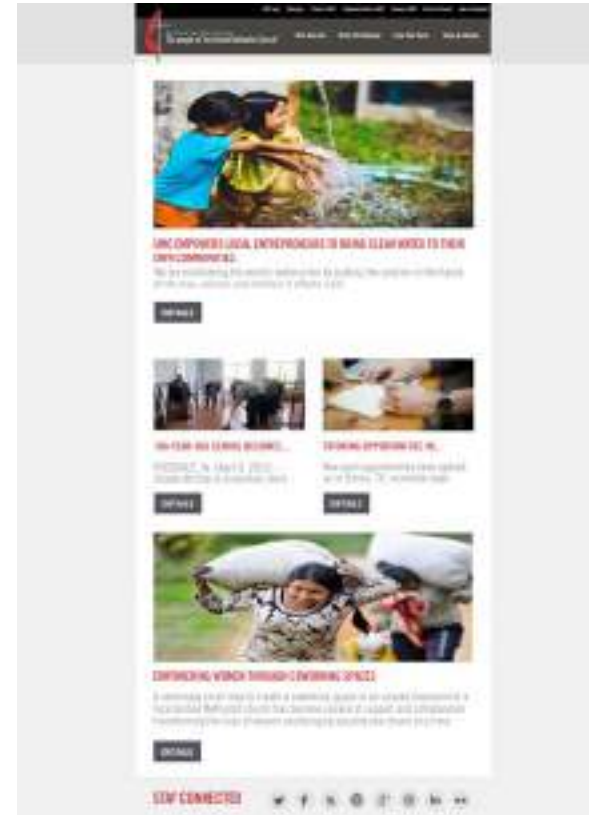
TACTIC TWO: OUT-OF-HOME

- Place strategic lawn signage and posters around college campuses branded with the UMC logo.



TACTIC THREE: SOCIAL MEDIA

- Maintain social media pages
 - #mykindofchurch hashtags
 - Snapchat filter
 - Paid social media presence
 - Facebook ads



TACTIC FOUR: INTERNAL COMMUNICATIONS

- Direct Email/Newsletter
 - Send out UMC news and event reminders

MEDIA FLOWCHART

	JANUARY	FEBRUARY	MARCH
DIGITAL			
SOCIAL MEDIA			
WEBSITE			
OUT-OF-HOME			
MERCHANDISE			
INTERNAL COMMUNICATIONS			

DECEMBER

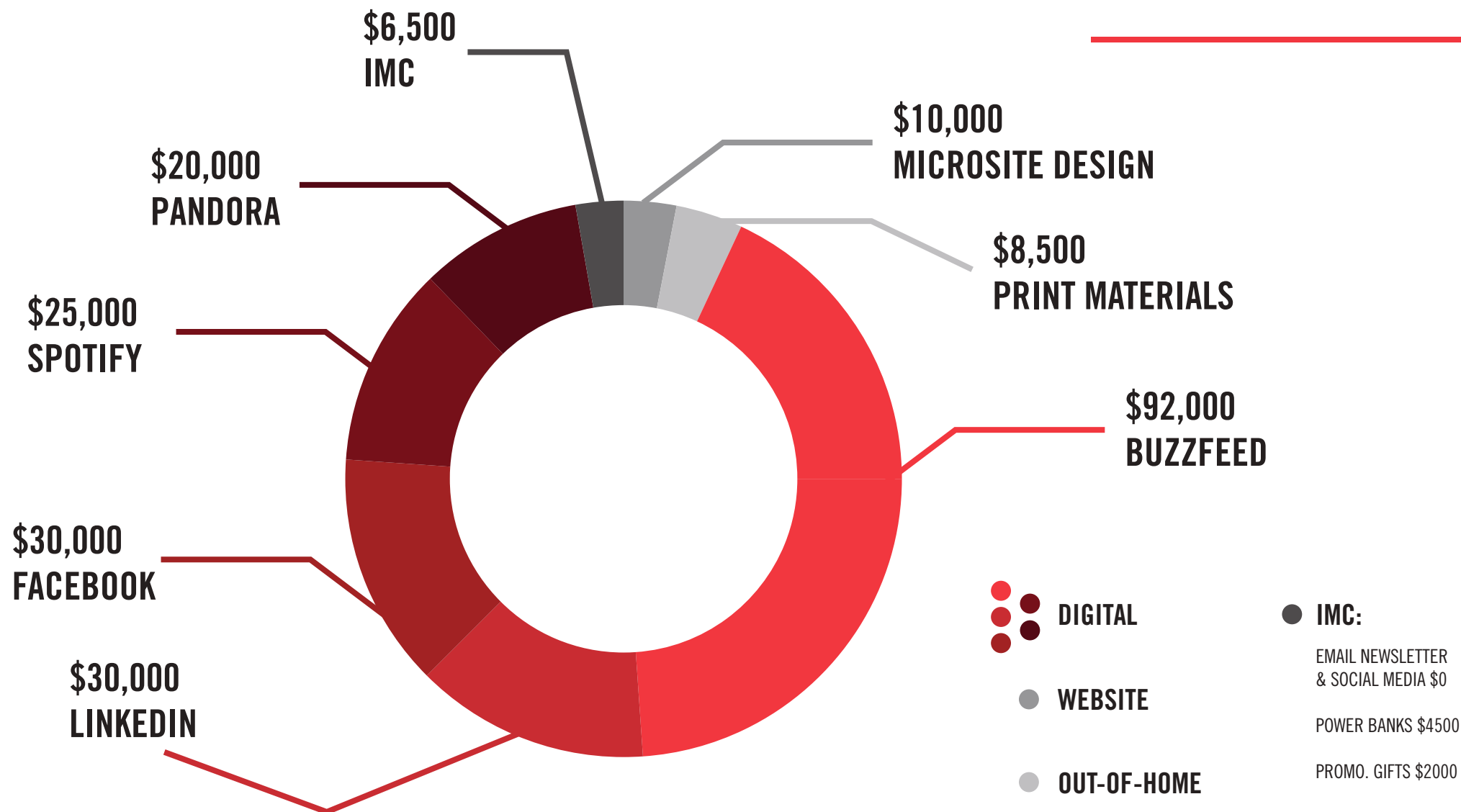


CAMPAIGN BUDGET



BUDGET: \$225,000

SECTION 15



CAMPAIGN EVALUATION

† We will have multiple methods to evaluate the effectiveness of our campaign.

An important fact to keep in mind during evaluation is that choosing to come to church is a complex process involving multiple factors where emotions play a large role. With that in mind, one ad is not going to convert a millennial to a churchgoer. Furthermore, we know that we won't be converting non-believers. Our campaign is designed to help encourage people (especially millennials) who are already considering coming back to church that the United Methodist Church can meet their needs.

The best way to measure the effectiveness of this campaign in the long term would be to look at church attendance. However, this will not be a quick turnaround. In the short term, campaign effectiveness will be measured using digital tactics, including click through rates, website traffic, and social media interactions. Social media interaction is a broad term, but we will prioritize active engagement (shared statuses, regrams, and retweets) over passive engagement (likes and follows). While both are positive, active engagement serves as a personal recommendation, which is highly valued in the millennial generation.



CONCLUSION

A black and white photograph of a person standing on the peak of a large, dark rock. The person is seen from behind, with their arms outstretched horizontally towards the sky. The sky is filled with large, dramatic clouds, and the background shows a hazy landscape with distant hills or mountains.

SECTION 16

† Our campaign is designed to open a dialogue between the United Methodist Church and the millennial generation.

It is being done in a lighthearted way that resonates with millennial values and interests. By connecting with millennials instead of lecturing them, a relationship can be built where millennials will share what the church has to offer.

Through our research, we found that most millennials had gone to church growing up, but for various reasons, stopped going as they got older. However, this isn't to say they are a heathen generation; they simply feel that they can be spiritual without going to church. Millennials do want to be a part of something bigger than just themselves though. This idea lead us to focus on reducing the psychological barriers millennials face going to church, and showing them that the church understands who they are as a generation.

MEET THE TEAM



About: Amelia is a senior majoring in advertising with a minor in fashion media. She currently works with a Dallas startup company and is excited to see where her career in advertising will lead her.

Who is Amelia? A 22-year-old Californian, who is punctual, industrious, a Leo and a Law and Order SVU enthusiast who loves to bake cake pops.

Past Work Experience: Fluid Drive Media, Cielo Rosso Swimwear, Studio West Elite Photography, Height Goddess, Anthropologie, Truli Uli.

Favorite foods: Alfredo pasta, caprese salad, and chocolate milk (not all at once).

Passions: Fashion, reading, beaches, murder mysteries, and working comedy into every situation.



AMELIA DRACUP
"ACCOUNT EXECUTIVE"

About: Andrea is a senior majoring in advertising with a minor in graphic design. Her aspirations are to work in a creative environment with lots of free food and time to stretch.

Dream Job: Opening her own animal and pet sanctuary for rescued and abandoned animals.

Who is Andrea? Originally from the land down under (Mexico... technically speaking) she is fluent in Spanish and considers herself the true definition of "TexMex."

Gets her up in the morning: Nothing. Her body naturally wakes up 5 minutes before any alarm she sets the night before.

Favorite foods: All things Mexican, basically anything spicy enough to make her cry.

Passions: Traveling, long walks on the beach with her dog, and spending quality time with her large cat.



ANDREA MIRANDA
"ART DIRECTOR"

About: Snow is a TAI grad student. She also works 20-hours per week designing digital and print materials for SMU's Orientation Office. She is also a freelance graphic designer of Rogue Marketing in Dallas. She enjoys keeping herself busy. Productivity brings her happiness.

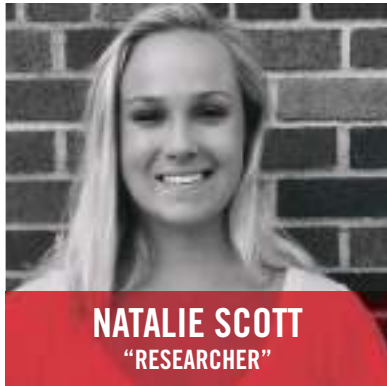
Typical "Snow": During weekdays: school + on-campus job + freelance + workout. On weekend: brunch with friends, Facetime with parents, a little shopping, and sometimes watch movies.

Passions: Startup Branding, Dogs, Travel, Fashion, and San Francisco.

The Way Chinese Culture Influences Me: Be hardworking, be smart, and be humble.



SNOW WANG
"UX/PRESENTATION DESIGNER"



NATALIE SCOTT
"RESEARCHER"

Dream Job: Natalie is an undergraduate advertising student with minors in fashion and journalism. Her dream job is to work in digital advertising sales.

Typical "Natalie": You can almost always find Natalie in yoga pants with a Diet Coke in hand.

Past Itineraries: Just got back from six months in Sydney, AU; traveling through Southeast Asia and the South Pacific.

Finds Beautiful: Reading a magazine by the fireplace while watching the snow fall.

Gets her up in the morning: She teaches yoga classes that start before 6AM so the sound of "om", the smell of green tea and the thought of inspiring others, gets her hopping out of bed!

Passions: The outdoors, the color lavender, fashion, kittens, yoga, out-of-bounds skiing, and out-of-bounds living.



PRESTON BARRETT
"ACCOUNT EXECUTIVE"

About: Preston hails from the great white north, in a land called Pennsylvania. He received concurrent degrees in Psychology and Communication from Penn State Behrend in Erie, where he developed an interest in advertising. He ponied up and moved to Dallas to start the next chapter of his life while getting his MA in Advertising from Southern Methodist University.

Dream Job: Trophy Husband or golden retriever for nice suburban family.

Typical "Preston": Trying to not to have the small town wonder in his eyes while exploring the city, balancing his hunger for new things while trying to get through what's already on his plate (both literally and metaphorically).

Past Activities: Driving through the woods and hills of Pennsylvania, winning a competition for reading more than anyone else in elementary school, knowing more about quarantine than the average person should.

Finds beautiful: Simple things.

Gets him up in the morning: Morning runs and breakfast.

Passions: Great conversations and stories.



MARIN BERARDI
"ACCOUNT EXECUTIVE"

Dream Job: Marin is a graduate student from the greatest city in America, Kansas City. Go Royals! Marin's dream job is working in the marketing department for the Kansas City Chiefs.

Typical "Marin": Pretty much every weekend, you can find Marin dragging her friends to a country concert. If it's a Sunday in the fall, you can find her screaming at the TV.

Past Activities: She currently works at TM Advertising in downtown Dallas and absolutely loves it!

Finds Beautiful: Pancakes with a side of bacon and eggs, and occasionally chicken and waffles.

Gets her up in the morning: Her sweet puppy who needs to go outside and coffee!

Passions: Football, baseball, country music, Mexican food and margaritas!



DIANA HERRERA
"ART DIRECTOR"

About: Diana is a New York City native, Queens specifically! She is a passionate advertising graduate student that enjoys creative problem solving.

Typical "Diana": Obsessed with handmade and vintage everything. Pouring through the latest tech blogs, 1930's music, beer tastings and NY style pizza.

Past Itineraries: Hiking in Colombia, shopping in Savannah, GA, enjoying the Hong Kong skyline.

Finds Beautiful: The sun setting over the beach, folkloric art, simple technology that empowers people's lives.

Gets her up in the morning: Her extra strength cup of Colombian COFFEE!

Passions: Family, friends, art, Parks and Rec and longgggggggggg naps.



SECTION 17

