



November 2024 Newsletter

Student Spotlight  
Ximena Argote Hernández

BC Mentor: Rees Storm

University: Universidad del SABES, Irapuato

Major: Marketing

Expected Graduation Date: December 2024



Ximena, what are the highlights of your university experience?

I won first place at the university’s inaugural Science and Technology fair with my exhibit on market research. As a prize, I earned the opportunity to travel to Spain with my advisor to further explore my research interests.

I also submitted a painting to the Cultural and Knowledge Conference contest. My piece, titled *Crack of the Future*, focused on the United Nations’ Sustainable Development Goal 13: Climate Action, highlighting the importance of terrestrial ecosystems and sustainable communities. This work also won first place, granting me a trip to Colombia.

Both trips are scheduled for the coming weeks.

During my time at university, I’ve participated in rewarding conferences, competed in various contests, and developed projects that benefit the university. I’m incredibly grateful for the support of my teachers and friends, who have consistently inspired and encouraged me.

Why did you decide to study marketing?

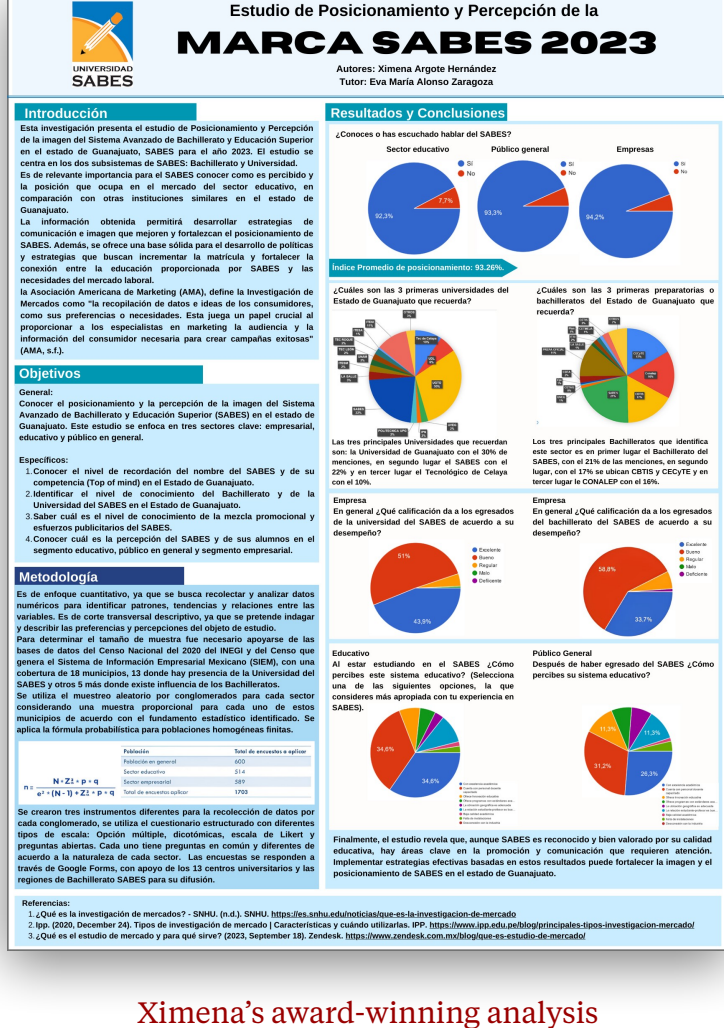
I chose to pursue a bachelor’s degree in marketing because it aligns with my skills. While successful marketers are often seen as strong communicators, I wanted to highlight my strengths in adaptability and creativity. These qualities enable me to tackle challenges in innovative ways, which are essential in marketing and go beyond just verbal communication.

What are your plans after graduation?

In the near future, I want to volunteer as a firefighter or forest brigadier to actively contribute to my community. I also intend to sharpen my data analysis and digital marketing skills. Looking ahead, I’d love to travel the world, but first, I plan to explore a few different job opportunities and work on personal projects.

What has been the most enjoyable class you’ve taken, and why?

That would be *Service and Experience Marketing*, particularly because of the “Mystery Client” exercise. We worked in teams and conducted undercover visits to local businesses, acting as regular customers to evaluate their products, services, facilities, atmosphere, and staff interactions. We then compiled our findings, analyzed the results from a business owner’s perspective, and considered potential improvements. This experience allowed us to creatively apply what we learned in class to a real-world problem.



Ximena’s award-winning analysis earned her a trip to Spain.

Talking to 10-year-old Ximena...what advice would you give?

It’s completely okay to change your mind or view things differently. Expressing yourself in a way that feels comfortable is important. Don’t be afraid to step outside your comfort zone and make mistakes—those are part of learning. There will always be opportunities to explore and discover the world.

Is there anything else you would like to add?

I truly enjoy learning and pursuing my diverse interests and hobbies. I deeply value the time I spend with my family and friends, as their encouragement motivates me to push my boundaries. Throughout my university journey, I’ve received invaluable support from *Brillantes Caminantes* and my mentor, Rees Storm, who have helped me navigate challenges and develop my skills. The organization and her guidance have been crucial in shaping my career path. I’m excited about the opportunities that lie ahead and eager to continue growing both personally and professionally.



Upcoming Events:

Member Meeting: Sunday, November 10, 11:00 AM  
Foro Cultural 81, Guanajuato

Annual Christmas *Pastorela*: Thursday, December 12, 4:00 PM  
Museo Gene Byron, Marfil



Brillantes Caminantes Board of Directors:

- President: Susan (Eli) Castelazo
- Vice-President: Karen Robinson
- Secretary: Oriana Landa Cansigno
- Treasurer: Carolyn Black
- Coordinator of Student Affairs: Matilde Tónix Hernández
- Ex officio Mentor Coordinator: Rocío Rocha Ramírez
- Ex officio Tech Guy: Rob Fleming

Newsletter:

Editors: Susan Mortimer & Rob Fleming  
Designer: Rob Fleming



Thanks to your past generosity, we have made a significant impact in the lives of more than 70 Guanajuato students through our university scholarship program. This year, we are proud to support 18 truly exceptional students who are not only pursuing their dreams but are also becoming ‘brilliant pathfinders’ within their communities.

Your contributions help ensure that these deserving young individuals can continue their education and achieve their goals. We invite you to consider making a donation today. A contribution of just \$25 dollars or \$500 pesos can make a real difference in the lives of our students and allow us to continue our mission of supporting Guanajuato’s promising future leaders.



Every donation is deeply appreciated and goes directly towards empowering our students on their educational journeys. Thank you for your continued support!

[Did you know that you can donate directly to Brillantes Caminantes from your traditional IRA and save on your U.S. taxes! If you are 70½ or older, you can make a direct donation to our qualified nonprofit charity without paying income taxes on the amount. This donation also counts toward the required minimum distribution (RMD) from your IRA when you turn 72. Please consult your financial advisor or IRA administrator for more details.]



Brightening the Future Through Education  
[BCgto.org](http://BCgto.org)