



# UWG Students Represent at the 2025 AMA International Collegiate Conference in New Orleans

Cindy Martinez  
Feature Editor

The American Marketing Association International Collegiate Conference returned to New Orleans this April, uniting over 2,000 students from across the globe for a weekend of professional development, networking and competitions.

Held April 3 through April 5, the conference allowed many students to showcase their marketing skills through various events including sales competitions, opportunities to exhibit marketing strategies, the Perfect Pitch competition and a make-your-own Instagram highlight reel contest.

The University of West Georgia was proudly represented by marketing students who traveled to the event with Kenneth Hilderhoff, a UWG marketing professor.

Each UWG student participated in different events, applying classroom concepts to real-world business scenarios. In addition to the competition, the conference featured keynote speakers, workshops and a career fair. This offered aspiring marketing students countless opportunities with professionals and others in their field.

One standout moment came during the Parade of Chapters, where UWG student Tristan Houston was featured on the official AMA collegiate Instagram Page, @ama\_collegiate. Houston energized the crowd with a toe touch while representing UWG, bringing both spirit and visibility to the nationals platform.

Daisy Gonzales, a returning UWG

student, competed in the Perfect Pitch competition, where students are challenged to make a compelling, 90-second elevator pitch to a panel of judges.

“I was more prepared this year,” Gonzales said. “But honestly, the atmosphere was just unmatched. Being around like-minded students who are passionate about the same things is inspiring.”

Gonzales emphasized that the AMA ICC is a valuable experience for any student considering a job in the marketing field.

“I do think it’s a great opportunity for students to attend,” said Gonzales. “It provides a lot of networking opportunities and gives you a clearer idea of what marketing outside the classroom looks like.”

With another successful year in the books, UWG’s presence at the AMA ICC continues to display the university’s dedication to student success and excellence in marketing education.

Students interested in attending next year’s AMA ICC can get involved through UWG’s Marketing Club, housed in the Richards College of Business. The club hosts events throughout the year that help students connect, gain experience and prepare for future conferences. Flyers and information are available in the Richards College of Business, or students can reach out to the Marketing Club’s advisor, Professor Hilderhoff, to learn more.

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Photo courtesy of American Marketing Association

# Abortion Debate Continues as Georgia House Considers House Bill Defining Life at Conception

Breanna Tillie  
Editor-In-Chief

Over a month has passed since the University of West Georgia hosted the Students for Life organization for its controversial and heated Abortion is Violence event on March 4 featuring speaker Lydia Taylor Davis. The students of UWG passionately shared their perspectives on the abortion issue at this event.

The topic of abortion remains a major talking point among Georgia voters as the House Judiciary Non-Civil Committee conducted a hearing regarding House Bill 441 on March 26. HB 441 defines life as beginning at conception and equates abortion with homicide. This session attracted quite the audience, including both supporters and opposers of the bill.

A number of members from Prays Mill Baptist Church in Winston, Ga. attended both the hearing for HB 441 and a rally in support of the bill on March 3, hosted by G3 Ministries at Liberty Plaza.

“It’s to protect all innocent human life starting at the point of fertilization with the same laws that are already written,” said Brooke Robyck, a member of Prays Mill Baptist Church and Project Coordinator for Georgia Right to Life.

“To put it simply, the laws that protect the born will also protect the pre-born,” continued Robyck.

The members of Prays Mill Baptist Church, along with other supporters for the bill, have a strong faith-based backing for the pro-life position.

“The Bible promotes the idea that life starts at conception. We’d say it’s a scientific reality and also a biblical truth,” said Robyck. “You look at Psalm:139, David says that God formed him in his mother’s womb, that he’s fearfully and wonderfully made.

“We would really root all of our beliefs back in the Imago Dei, that every human being is made in God’s image and that would include babies in the womb,” continued Robyck.



Photo courtesy of Brooke Robyck

“They have inherent value, dignity, and worth.”

Opposers with the pro-life position often present the circumstance of rape or incest, stating that it is inhumane to force a woman to deliver a child that was conceived in trauma.

“The compassionate answer would not be abortion because the child is an innocent victim just as well as the mother in those cases of assault,” said Robyck. “The child shouldn’t be punished for the sin and crime of the father. The compassionate answer would be providing support for the woman in that situation and not making her go through another act of trauma like abortion.”

Disagreeers also argue that it is unfair to bring a child into the world if the child would have an impoverished quality of life due to the circumstances of their world.

“We’d say regardless of the circumstances the child might be brought into, the child still has the right to life and we shouldn’t kill someone just because they may have hard circumstances or live in poverty,” said Robyck. “We wouldn’t do that for any born child who is living in poverty.”

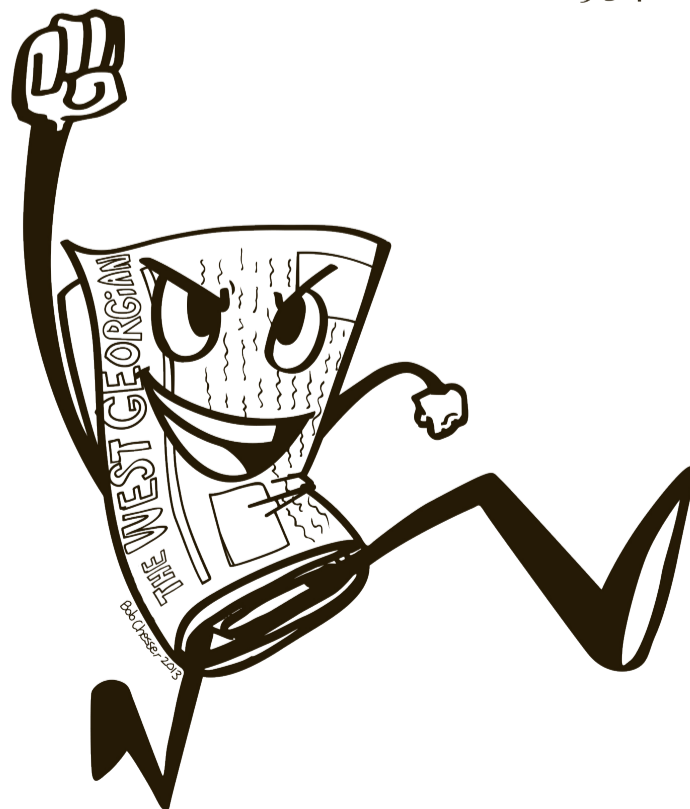
Many disagreeers also argue that in situations of a medical emergency, abortion should be allowed to save the life of the mother.

“We would say in situations of medical emergencies, there’s two lives that the doctor should try to save. Sometimes there might be treatment and care work,” said Robyck. “The baby might have to be delivered early or there might need to be a C-section and the baby might not survive, but the intention of the doctor should still be to save both lives and the intention should not be to take the life of the child. It goes back to how we define abortion, as the intentional taking of an innocent human life.”

Robyck encourages all Christians to care for the issue of abortion and support the right to life.

“God tells us to speak up for the voiceless,” said Robyck. “In our society today, that’s children in the womb. There have been over 65 million babies who have been aborted since 1973 in our nation alone. It’s a huge moral crisis and again, God tells us to stand up for the voiceless. That’s why I would tell other Christians who might feel scared or apathetic that it’s important to get involved.”

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## Italian Poet Shares His Love Of America Through Poetry at UWG Poetry Reading

Arrianah Jones  
Contributing Writer

The University of West Georgia recently welcomed Italian-based poet, Pietro Federico, for a reading of his latest collection, *Most of the Stars*. The collection features 50 poems, one for each U.S. state. To promote this collection, UWG Creative Writing Professor Greg Fraser and Emory University Associate Teaching Professor of Italian Angela Porcarelli, interviewed Federico on his inspiration behind his work.

The event was kicked off with a reception featuring charcuterie and wine where a limited number of copies of *Most of the Stars* were given to attendees. Once those were gone, a chapbook featuring seven poems from the collection was made available. Following the reception, guests were invited into a lecture hall for the reading and interview. The event concluded with a book signing.

“I fell in love with your country—with its vastness—and not only geographically,” said Federico. “There’s something about the soul of the country that is limitless.”

Federico emphasized his need to study the U.S. in order to portray it accurately in his work. Although he was not able to visit all 50 states, he traveled to several and gained

insight into others through books, movies, and conversations with Americans.

“This book required a lot of study, because I could not cover the entire United States by myself,” said Federico.

A majority of Federico’s poems are persona poems in which he adopts the roles of different characters. In order to portray all of these diverse voices, he had to study the world from a distance with the understanding that these were the feelings and perspectives of others. He calls this technique ‘the eagle eye’, and this approach allowed him to connect more closely with the experiences and emotions of real people.

One example of this can be found in his poem, *New York*, where a Chinese restaurant owner witnesses a transgender woman standing in the rain crying because of a lost love. Federico embodies the owner, while accurately describing the chaos, neon lights and bustling atmosphere of New York City, making for a compelling read.

“I could feel reality more intensely because I had that eagle eye,” said Federico.

Federico immersed himself into the world and approached every



Photo courtesy of University of West Georgia poem with care. His dedication to studying America and his exploration of persona poems provided a unique lens through which the audience could see the world and their own experiences. It prompted them to think more deeply about perspective, empathy and the power of adopting different voices in order to convey complex emotions.

“I came to this event because I hadn’t encountered much poetry from different languages or cultures,” said attendee Griffin Lockard. “I agree with a lot of Pietro’s ideas on writing, and will try to apply them to my own work.”

## News

### A Dead Horse to Beat: Equestrian Death in Atlanta Sparks Conversation

Asa Nolan Crane  
Copy Editor

On April 6, a pale palomino horse was found dead in front of a bank on Peachtree Road in Atlanta, Georgia.

“We are aware of the tragic occurrence resulting in a deceased horse on Peachtree Street,” Atlanta Police Department shared in an X post later that day. “We are currently reviewing the cameras with authorities including the Department of Agriculture.”

The horse was covered with a blanket for twelve hours as Fulton County Animal Services made efforts to remove the horse after dispatchers were alerted to the scene around 12:30 a.m.

Authorities stated that they have identified the owner and this individual is cooperating with the investigation of the horse’s death. The horse’s owner, who has yet to be identified, is out of Newton County and had just bought the horse ten days prior from an auction house in Tennessee known for selling aged and sick horses.

The horse’s owner has reportedly told authorities that the horse had suffered a “medical emergency” which resulted in his collapse on Peachtree.

Advocates against animal cruelty and the Atlanta equestrian community have spoken out about their frustrations surrounding the situation.

There have been calls for a ban on recreational horseback riding in Atlanta after this incident, though Atlanta has a couple of horseback riding businesses in city limits. Citizens are citing Atlanta’s busy roadways as unsafe for both horses and cars to move on and request action from Atlanta City officials to create preventative measures that ensure animal safety.

THE  
WEST GEORGIAN  
EST. 1934

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## Arts and Entertainment

### Lucy Dacus' Fourth Studio Album, *Forever Is A Feeling*, Encapsulates The Vulnerability and Thrill of Falling In Love

Abbie Klein  
News Editor

Lucy Dacus' fourth studio album, *Forever Is A Feeling*, released just in time for spring on March 28. This is the first album to come after the Richmond singer's success in 2023 with her band boygenius. The hit boygenius album, the record, earned Dacus and her bandmates Phoebe Bridgers and Julien Baker six Grammy nominations and three wins, including Best Alternative Music Album, and an overwhelming wave of new fans and listeners. Coming from such a high point in her career, the anticipation for *Forever Is A Feeling* was at a high-pressure peak and Dacus did not disappoint.

*Forever Is A Feeling* encompasses the beautiful and scary feeling of falling in love with a 43-minute run time spanning across 13 tracks. Dacus, known for her strength of storytelling through lyrics, created timeless songs that explore the complexities of love. This idea can be perfectly explained in the main chorus of the title track, "This is bliss/ This is hell/ Forever is a feeling/ And I know it well". Almost every song on the album works to intertwine

the anxiety and excitement associated with love to create a very real and raw listening experience.

The album received positive reactions from the public after its release, earning impressive spots on the Billboard charts. *Forever Is A Feeling* peaked at No.16 on the US Billboard 200, 2 on the US Top Rock & Alternative Albums and 1 on the US Americana/Folk Albums.

As an openly queer artist, Dacus often strays away from using pronouns in her love songs to allow as many people to relate regardless of sexuality. *Forever Is A Feeling* is the first album in her discography to provide a gender to her muse. "Best Guess", released as a single earlier this year in February, shocked fans with the lyric, "You may not be an angel/ But you are my girl", sparking rumors about the subject of the song. After speculation, Dacus confirmed her relationship with fellow boygenius member, Baker, in an interview with *People Magazine* just weeks before the release of the full album.

In past works, Dacus has kept the inspiration and subject of her music private,



Photo courtesy of Geffen Records

leaving the interpretation up to listeners. Receiving confirmation about who the songs were about was a unique surprise for fans. With this information, references to Baker were fused throughout the entire album, making her unmistakable as Dacus' muse for her dreamy, renaissance-inspired romance project.

These references make this album a new world of vulnerability for Dacus, who is best known for her interpretive melancholy sound. While all the songs, especially tracks like "Limerence" and "For Keeps," still touch on the worry and fear of the

unknown so familiar in her past works, the album overturns those feelings and accepts them as a side of love that is darker but no less beautiful.

Overall, *Forever Is A Feeling* is a refreshing new take from Dacus' existential and brooding sound that fans are so familiar with. The airy sounds and romantic themes of the songs are perfect soundtracks for spring and summer or anytime the crushing and overwhelming experience of falling in love surrounds you.

