This is our time.
Greetings from your University!

The process of selecting a theme for each issue of Around the Oval is often organic. After reviewing a vast number of inspiring member stories, we also look around Colorado State University to identify the broader community stories that are begging to be told. Common trends rise to the surface, and possible themes begin to emerge.

That is why this issue’s theme, This is Our Time, is so fitting. Both CSU and the Alumni Association are in a time of great change that will result in greater impact for students, alumni, and our Rams community. To help ensure that CSU’s land-grant mission thrives for generations to come, CSU recently launched a new fundraising campaign with a goal of raising $1 billion by 2020. As part of this campaign, we discovered Alumni Association members of all ages who were impacted by donors’ generosity and, because of that, have chosen to continue the invaluable giving cycle for the well-being of others. You will read these remarkable stories throughout the publication.

We are also making great progress on the new Alumni Center, which is slated to open in the fall of 2017, and preparations are underway to welcome alumni back home like never before. New and enhanced Alumni Association programming that will support alumni throughout their lives is also in development through the Alumni Association’s new Academy. This truly is our time.

Your membership in the CSU Alumni Association makes an impact on Ram pride and helps keep our traditions and programs strong. We are incredibly grateful for your support. To learn about all the ways you can support your Alumni Association, today and in the future, please visit our newly redesigned website at www.alumni.colostate.edu.

Ram proud,
Kristi Bohlender, B.S. ’93; M.B.A. ’95 and Life Member

Membership Matters.

Your Alumni Association membership is an investment in the past, present, and future of Colorado State University. You make it possible for us to connect more than 200,000 alumni, to CSU in meaningful ways. THANK YOU!
In February, after completing a successful pilot program in the Fall, Colorado State University launched YOU@CSU, a groundbreaking online mental health tool created to help students successfully cope with, and manage, their college life stressors. After all, transitioning to college for students is life-changing and, for many, surprisingly overwhelming. While there is great anticipation from students to experience the newfound freedoms of life away from their families – many for the first time, and in new cities, states, and even countries – this anticipation can also lead to unexpected emotions and stress. Learning new academic schedules, competing with themselves and hundreds of students for those top grades, balancing jobs, meeting new friends, and having a meaningful social life can seem too much for any student to handle. And sadly, there are times when students believe it is.

Today, college campuses across Colorado and the country, including CSU, are dealing with the growing epidemic of suicide among college students. According to the Suicide Prevention and Resource Center, suicide is the leading cause of death among college and university students in the United States. Nearly 1,100 suicides happen across college campuses annually, with many other students having suicidal thoughts and attempting suicide.

Increased education and breaking down the stigmas of the mental health issues that lead to suicide – depression, anxiety, loneliness, feelings of confusion or inadequacy, and stress – are key to preventing suicide and suicidal thoughts in students. Suicide.org, a nonprofit organization focused on suicide prevention, awareness, and support, reports that one in five college students believes that their depression level is higher than it should be, yet only 6 percent say they would seek help. Others don’t even see their struggles as mental health issues; they just see it as life.

That’s where YOU@CSU comes in. As the first technology of its kind, meaningful and personal communication is at the core of YOU@CSU. It helps students gain a better understanding of their mental health and of the hundreds of resources available, many through CSU, to support their overall health and well-being. The more students communicate and share with YOU@CSU, the more personalized information and resources the tool shares back with them. Currently, more than 947 students and nearly 271 faculty and staff have registered accounts on YOU@CSU, and 1,169 reality checks, or health assessments, have been completed. The average time spent on the site is more than five minutes.

This type of purposeful communication is no stranger to Joe Conrad (’87), the CSU alumnus and Alumni Association member, whose brainchild is YOU@CSU. Conrad is the owner of Cactus Communications, a full-service marketing agency that he founded in 1990 with the mission to grow brands that help people thrive. With 55 full-time employees, Cactus has earned a national reputation for delivering innovative, creative campaigns. Because Conrad is a firm believer that any problem can be solved through innovative, creative, and good communications, in 2015, he formed Grit Digital Health LLC, a human-centric business that combines specialists in behavioral health, wellness, and technology with marketing communications. Conrad brought this expertise, and experience from his work on the Colorado Office of Suicide and Prevention’s Mantherapy.org project, to create the YOU@CSU portal in partnership with Anne Hudgens and her team at the CSU Health Network.

Originally from northwest Denver and the youngest of five children, Conrad is the first from his family to graduate from high school. His eyes were always set on CSU, and he worked hard to get there. He always knew he wanted to go to a great school with a great reputation. At CSU, he wrote for the Rocky Mountain

Communicators with a Purpose

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Collegian and graduated with a Bachelor of Arts in technical journalism. He believes that his education paved the way for his future, and he holds a very special place in his heart for CSU. “I feel I owe much of my success to all that I learned at CSU,” said Conrad, “so it seems only appropriate for me to give back.”

And give back he does. Conrad makes it a regular practice to hire CSU graduates and, in 2011, he and his wife, Erin, established the Joseph and Erin Conrad Social Impact Scholarship fund with the founding principle that you can apply good communications and marketing to make an impact on the world. While their fund receives generous contributions from a variety of donors, there is one donor in particular who stands out. Kyle Thornburg (’15) was entering his senior year at CSU and was actively preparing for his future. He was graduating from the journalism and media communication program, a member of CSU’s Presidential Ambassadors Program, and working in the College of Liberal Arts’ development office as a work-study student. Not only was he applying his education to real-world situations, but he was building his portfolio of work and his list of contacts. He was also gaining a new appreciation for the importance of donors and giving back. “I never anticipated how my work in the development office would affect me,” Thornburg said.

“After the fact, I turned into a passion of mine, which was working closely with donors. I got to see, firsthand, scholarship recipients meeting their donors and the impact donors were making on students. That was very special to me.”

Thornburg turned that passion into action. The Presidential Ambassadors Program encouraged graduating seniors to find a fund they could give to and support the giving cycle. Thornburg’s communications background, coupled with his belief in making a positive impact on people, led him to the perfect fund for him — the Joseph and Erin Conrad Social Impact Scholarship.

From that moment on, it seems as if Conrad and Thornburg were destined to meet. Upon graduation, Thornburg expressed his desire to stay in the communications field to his College of Liberal Arts development supervisors and Dr. Ann Gill. With their support, he was introduced to Cactus Communications and Conrad. Today, Thornburg works for Conrad, at both Cactus Communications and Grit Digital Health LLC, managing content for YOU@CSU. It was only after Conrad hired Thornburg that he learned about Thornburg’s donation to his scholarship. Conrad’s and Thornburg’s relationship is rooted in their joint belief of fostering success through philanthropy, collaboration, and creativity. That belief is reflected in YOU@CSU, which Conrad and Thornburg hope becomes the portal that generations of Rams use to lead thriving college lives.

If you would like to make a donation to the Joseph and Erin Conrad Social Impact Scholarship or any other CSU fund, please visit www.giving.colostate.edu.

by Angie Dixon (’94)

YOU@CSU helps students gain a better understanding of their mental health and the hundreds of resources available, many through CSU, to support their overall health and well-being.
What’s Brewing?

New Belgium Brewing Company CEO Christine Perich (business administration, ’91) knows what goes into a good pour. It’s not about holding the pint glass at a perfect 45-degree angle. And it’s not about adjusting that angle when you reach the halfway point. It’s about the beer and the people who pour their heart and expertise into its creation. Perich took over as CEO last fall and oversees the company’s short-term strategy, executive team, and day-to-day operations. In her prior role as chief operating officer, she helped transition New Belgium from an employer-owned brewery. Today, she’s looking forward to operating the company’s new brewery in Asheville, N.C. “It will give us 50 percent more capacity and allows us to sell beer in all 50 states and become a truly national brand. It’s an incredible honor to be at the helm during such an exciting time.”

There’s high demand for jobs at the Asheville facility, just as there always has been at the company’s home in Fort Collins. This enduring fact brings the story back to providing educational opportunities for the people who are passionate about crafting beer and potentially being part of the New Belgium team.

Colorado State University established its fermentation science and technology program, the first of its kind in the region and just the third of its kind in the country, in 2013. “The fact that the curriculum broadened enough to include fermentation science studies excites me from a craft brewer’s perspective very much,” says Perich.

Last year, New Belgium and its co-founder Kim Jordan, donated $1 million to update and renovate facilities now known as the New Belgium Fermentation Science and Technology Laboratory. Perich helped make the transformational gift happen.

“That was one of the most rewarding projects I’ve worked on, because it allowed me to give back to my alma mater,” says Perich. “CSU is helping to grow the next generation of brewers and giving them the tools to be creative and contribute in meaningful ways. That’s impactful for the individual and for the community as well.”

On a more personal level, Perich gives back by serving on the College of Business Global Leadership Council. Made up of executives and business leaders from Colorado and around the world, the GLC serves as the dean’s advisory board, expanding opportunities for students and faculty through program development, advocating for the College in the business community, and fundraising. Asked what excites her most about CSU right now, Perich doesn’t bring up the University’s astonishing growth illustrated by the busy multitude of construction cranes punctuating the campus skyline. Nor does she mention athletics facilities, though she’s an avid football, volleyball, and women’s basketball fan. Instead, she focuses on students.

“I’m at a point in my career where I am really enjoying working with students, when I have the opportunity, and attending sporting events. There’s a lot of pride and energy among the CSU student body; you can feel it when you walk through campus or go to a game. It’s fun and rewarding to be a part of that, and it makes me think back fondly on my days here.”

I’M A MEMBER BECAUSE

“I want to support my University and feel fortunate to have found a great career path in Fort Collins. I’d like to repay that in some small way. At New Belgium, one of our Core Values and beliefs is to commit to the highest standards—to be a business role model. By staying engaged with the University at every opportunity and sharing that story, I want to encourage young students to do the same.”

To give to a CSU fund visit giving.colostate.edu
As part of the 2015 Distinguished Alumni Awards program, construction management graduate Terrance Unrein (B.S., ’10) was honored with the Graduate of the Last Decade award. Recipients of this award are recognized by Colorado State University’s Alumni Association for their accomplishments in career, service, and/or volunteer efforts that have brought honor to the individual and to Colorado State University.

This recognition aptly fits Unrein. A fourth-generation CSU student (he thanks his great-grandparents for starting this family tradition), Unrein works as an economics, regulatory, and technical consultant for the power and renewable energy markets locally and around the world. He is a volunteer member of the Dean’s Emerging Leaders Council for the College of Health and Human Sciences, and participates often as a guest lecturer.

Before graduation, Unrein was busy. Really busy. He volunteered in several leadership positions across CSU. He served as president of the Construction Management Student Board of Directors and as team captain for the construction management competition, and was a member of the college Dean’s Leadership Council. He also excelled at his schoolwork. He didn’t get one B in college, only As.

One might say that Unrein is self-motivated. Unrein, though, might say that his motivation was fostered from a purposeful gamble he made on himself during his second year at school. As a student supporting himself to get through school, Unrein worked at the CSU recreation center to help pay the bills. But as his schoolwork became more demanding, he kept reducing his work hours, which made it tough to make ends meet. And then he had an epiphany. What role could scholarships play in his college experience?

“I decided I had to shift my thinking on how I was going to work to get through school,” said Unrein. “If I shifted my efforts and worked toward being more of a student leader, I could try to earn scholarships to help pay for school and learn a lot more along the way. This became my new strategy.”

It also became the new strategy for two of Unrein’s fellow classmates, Jeb Bair (B.S., ’10) and Brady Babitt (B.S., ’10). Together, they researched and applied for scholarships, and as their scholarship support grew, so did their involvement in their course work and in CSU. By Unrein’s senior year, the only job he worried about was maintaining his good grades and learning how to start his career.

“Without scholarship support, I wouldn’t have been able to do that,” said Unrein. Upon graduation in 2010, Unrein, Bair, and Babitt decided to start a scholarship for construction management students that they still fund today. In addition to maintaining good grades, qualifications include being active in extracurricular activities. To donate to their scholarship, or to any other CSU scholarship, including those offered by the Alumni Association, please visit www.giving.colostate.edu.

“I feel so lucky to have had such active professors and other resources available to help me through school,” Unrein said. “From helping us discover leadership positions within CSU, to showing us how to look for and interview for jobs, the College of Health and Human Sciences gave us so many opportunities. That is why we started our scholarship, to be able to create the same opportunity for other students that CSU gave to us.”

by Angie Dixon (’94)

Scholarship Power

Support CAM forever. Give now at alumni.colostate.edu

Be covered wherever life takes you.

I’M A MEMBER BECAUSE

“My wife and I enjoy being members of the CSU Alumni Association because it is a simple and easy way to stay connected with the University while not being in Fort Collins. From the Around the Oval magazine, occasional Denver and Fort Collins events, and e-mail updates, the organization does a great job of helping you maintain a sense of pride in the Rams family.”

Through The Alumni Insurance Program®, Rams can take advantage of insurance plans that stay with you when you need them most, unlike many employer plans.

Call 1-800-922-1246 today or visit www.TheAllProgram/Rams for a full list of products including Life, Health, Travel, Auto, Home and Renters'.
One Billion Dollars.
This is our time … time for us to rise to the heights to which we are called. Colorado State University is on a quest for greatness, and to get there we need your help.

Colorado State University officially launched its one billion dollar comprehensive fundraising campaign on Saturday, February 13 at its annual donor celebration event on the CSU Campus. State Your Purpose – The Campaign for Colorado State University has a target completion date in 2020 to mark the 150th birthday of the University.

In 2012, Colorado State University celebrated the early and successful conclusion of its first comprehensive campaign. Now, less than four years later, we are embarking on a far more ambitious quest, looking to raise $1 billion dollars to invest in the never-ending pursuit of across-the-board excellence.

“We’re incredibly proud of this campaign – the goals it embodies, the promise it holds, and its symbolism,” CSU President, Dr. Tony Frank, said. “This isn’t a campaign that quietly questions our thinking about the future. This is a campaign that demands a declaration: State Your Purpose. That theme embodies the character of a university that is committed to continuous improvement, that rolls up its sleeves and redoubles its efforts, and that leaves no one behind as we move forward.”

Brett Anderson, vice president of University Advancement, shepherded the first campaign to a successful conclusion. He announced that the new campaign has already raised more money – nearly $540 million – in just over three years, than the previous campaign raised in seven full years.

THE PRIMARY GOALS OF THE CAMPAIGN INCLUDE:
• Dramatically increase the number of scholarships so CSU can continue to recruit outstanding students throughout the state, the country, and the world.
• Invest in world-class infrastructure – classrooms, labs, residence halls and events facilities – so CSU can achieve across-the-board excellence.
• Provide resources to its exceptional programs so CSU can continue to attract the leading minds in the world to further research and teaching.
• Significantly increase CSU’s endowment for the long-term financial health of the University.

“Raising a billion dollars would put us in an exclusive club – only a small number of universities have completed billion-dollar campaigns,” Anderson said. “It’s a monumental and meaningful task, and it’s also the ideal target when we look at the needs of the institution to continue on our path toward excellence. If we want to continue on our journey to become the greatest land-grant university in the country, we need to successfully complete this campaign.”

“We will succeed in reaching our goal, and when we do, we will have ensured that greater numbers of our graduates leave with a diploma and not a crippling debt load,” said Dr. Frank. “We will have given our faculty the resources to continue to make groundbreaking discoveries that transform our world. We will have expanded opportunities for student veterans. And we will have demonstrated that excellence is built with the leadership of people who have both a sense of purpose and the vision to lead us forward.”

Learn more about the campaign at giving.colostate.edu. Explore purpose-driven opportunities for giving and connecting with CSU programs and people who are changing our world. Purpose is what gives life definition and direction. It’s what ignites that flame and passion burning deep inside. It’s what compels you to give and drives you to do more. Join us.

State Your Purpose – The Campaign for Colorado State University.

“The quest for greatness is ever-present. Since 1870, Colorado State University has been blazing a trail for Rams, for Coloradans, for people across the globe. We are investing in our academics, students, faculty, and campus like never before. Our mission is to help our students realize their dreams and their purpose to impact the world. We’re rising to the heights to which we are called. Join us.”

alumni.colostate.edu
The Colorado State University Alumni Association is excited to embark on the construction of a new Alumni Center to serve as a place of pride and home to more than 200,000 alumni when they return to campus.

The Alumni Center will be funded through private support. For more information about being involved in the project, contact Kristi Bohlender, executive director, at (970) 491-6533 or kristi.bohlender@colostate.edu.

Nearly 20,000 square feet at the northeast corner of the stadium will be dedicated to honoring our alumni—past, present, and future.

The center will feature a Great Hall using the latest in digital technology to tell the story of our alumni and the University.

Additional features include:
- Visitor information desk
- Event hall
- Seminar rooms
- Executive board room
- Alumni Association offices

The center will host gatherings year-round and serve as the first stop for alumni visiting campus.

OPENING FALL 2017
www.alumni.colostate.edu
Homecoming & Family Weekend
Oct. 6-8, 2016
Alumni, families, community members, and visitors are invited to Homecoming & Family Weekend, the time of year where we all come together to celebrate the past, present, and future of Colorado State University.

homecoming.colostate.edu

Sonny Lubick Field Lives On At New On-Campus Stadium
Colorado State University announced in March that, thanks to an anonymous donation, the name “Sonny Lubick Field” will continue at the University’s new on-campus stadium when it opens for the 2017 season.

“We are thrilled to continue to honor the legacy of one of the true greats in Colorado State history,” said Colorado State President and CSU System Chancellor Tony Frank. “Coach Sonny Lubick showed CSU how to win and be competitive at the highest levels – and in doing so, he helped set a trajectory that continues to this day. Sonny means so much to our community, it’s wonderful to honor him in this way.”

Welcome to THE ACADEMY
They say education is the kindling of a flame. If that’s true, it may explain why you never lost the feeling that everything’s possible – that the best is yet to come. You may have left college last year or long ago, but you never stopped learning. You kept the fire going.

Introducing The Academy, a suite of alumni programs, services, and opportunities designed to enhance your personal and professional journey.

• Webinars and online courses bringing Colorado State University to you
• CSU and Beyond retreats for career and life
• Career counseling consultations, mock interviews, resume critiques, and more
• Handshake job system
• Career Communities online networking
• Volunteer opportunities connecting alumni to students

Go ahead; pile on the kindling. Never stop learning.
alumni.colostate.edu/academy

ONLINE PROGRAMS

Online Courses (through May)
Career Fit: Comprehensive career exploration
Weight Loss for the Long Term
Explores strategies to achieve and maintain a healthy weight.

Webinar Series On Demand
• The Race to Feed 9.7 Billion People: The Secret is in the Soil
• Smart Village Microgrids:
• Electrification and Development for Rural Villages
• Professional Resilience: How to Navigate Tough Times in Your Job
• CSU Ventures: Guiding Great Innovation to the Marketplace
• Virtual Reality: Opportunities for Business and Beyond

Career Resources
Handshake: A free online job system designed to assist you and your employment needs.

Career Communities: A NEW and FREE service
Industry-related communities of alumni, students, faculty and employers share relevant information with each other.

For a complete list of:
Alumni events, visit alumni.colostate.edu
Athletics events, visit csurams.com
Watch select sports via live stream at csurams.com/videos
Arts events, visit uca.colostate.edu

Dates listed are subject to change.
Be sure to get the latest event updates. A comprehensive list of events and details are sent via e-mail. Send your name, class year, and e-mail address to csualumni@colostate.edu to receive e-updates on CSU events in your area.

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Contact Gordon Taylor at (800) 987-3608 and mention CSU.
When I earned my degree in ‘78, I was among the students in its first graduating class. Proximity and affordability made CSU his “natural choice” for college, but he still put in 60-plus hours a week at the Fox Theater and Century Triplex to make it work. Pell Grants helped too. “I wasn’t that involved in college life,” he admits, remembering a desire to move on to a career as quickly as possible. “When I earned my degree in ‘78, I wanted to work hard and help make a difference.” His chance to get involved would come later.

Thompson kept his eyes open for a chance to realign his profession and interests. “What I liked most about my career in Colorado not as jobs with people “make the right choice” with their passions,” he says. Though Shell wasn’t that involved in college life, he adds, remembering a desire to move on to a career as quickly as possible. “When I earned my degree in ‘78, I wanted to work hard and help make a difference.” His chance to get involved would come later.

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Stories From a Retiring Dean

I have learned many lessons from alumni. Over the years, several have said to me, “I will never forget what you said ...” and sometimes I had no memory of saying it. That taught me to be very careful about every word that came out of my mouth, knowing it might take root and grow in someone else. Years ago, I attended the wedding rehearsal dinner for an alumnus. He was part of an African American family from Detroit; the bride came from a Caucasian Nebraska farm family. When the two family groups came into the event hall for the rehearsal dinner, I noticed they had a performance scheduled just different sides of the room, talking quietly among themselves. But when enormous platters of home-cooked food arrived, the volume increased noticeably. Then, a tiny Nebraska grandma went up to a large Detroit groomsmen and exclaimed, “I do not believe you have hugged me yet,” whereupon he delivered a huge one. With that, ‘sides of the room dissolved and hug and raucous conversation ensued, which convinced me that good food and a hug can solve a number of life’s issues.

As I walked out of my office for the last time, I will be reminded of the thousands of students who have crossed the platform at commencement ceremonies over the years and will find inspiration in the grace they displayed when facing a life transition. My next step will be as a volunteer at the Alumni Association, a hope to be a small part of a great new era in our association, encouraging alumni to return to campus and welcoming them to the new center when it opens in Fall 2017 in the northeast corner of the new stadium. Please visit the Alumni Center when you are in Fort Collins. I would love to share a cup of tea and hear your stories.

by Ann Gill ’76

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