Rockwell Hall-West Reflects New Era of Financial Integrity and Corporate Social Responsibility
Greetings from the College of Business!

I am writing to you with great enthusiasm as we launch into the next decade with a beautiful, new, technologically advanced west-wing expansion of Rockwell Hall. The building is not just drywall and square footage to us. It is a symbol of the College's preparedness as it anticipates the needs of nearly 5,000 students seeking business degrees. The new building has been designed knowing that cross-disciplinary backgrounds will be required to succeed in a world that increasingly demands versatility and multiple dimensions of training from its workers.

The expansion also symbolizes a new kind of social responsibility in the business arena. While we teach ethics, sustainable business enterprise, and social responsibility in the classroom, we understand the importance of setting an example. The College is strengthening its commitment to preparing students for the inevitable ethical challenges they will face in the workplace and has recently been awarded a $1.25 million grant by the Daniels Fund to develop financial integrity programs. As environmental stewards, we also take great satisfaction in that the new expansion has met the standards of the U.S. Green Building Council's green building rating system and will earn a Leadership in Energy and Environmental Design (LEED) Gold Certificate.

Finally, we accept that preparing our students to work in teams all over the world is our responsibility, and access to the latest communication technologies that connect business globally is a critical component of their success. A great deal of strategic planning went into designing the leading-edge information technology infrastructure that services classrooms, common areas, and conference rooms from a central operations room in the new building.

On Friday, April 30, we will be holding an all-day open house that will include tours, presentations, and a ribbon-cutting ceremony to dedicate Rockwell Hall-West. Please join the College of Business in celebrating a new decade full of promise to produce the next wave of business graduates especially prepared in making a positive difference in our world.

We look forward to seeing you!

Ajay Menon
Dean
4 gladys eddy

The College honors the passing of an era. Farewell, Gladys, and thank you for your lasting contribution to the advancement of business education that has benefited so many.

6 grounded in business ethics

Ethical decision making includes consideration of what is good for all current and future stakeholders, requiring more depth and breadth in terms of understanding social and environmental consequences of business behaviors.

11 expansion meets demands of new era

A slowing economy and college budget cuts could not stop the $17.5 million, 54,600 square feet of Rockwell Hall-West from opening on schedule in January 2010. The expansion is wired with the latest communication technologies needed to prepare students for the 21st century.
college’s new website reflects global commitment

The College of Business has launched a dynamic new website, thanks to the creativity and expertise of Sean McDermid, Web and communications coordinator for the College. The new website has a contemporary look and is far more user-friendly and intuitive than the previous version.

Visit us at [http://biz.colostate.edu](http://biz.colostate.edu) today and utilize our interactive spinning globe on the home page that “represents, literally and figuratively, our position in the global community and how we make an impact on a global scale,” according to McDermid.

Whether a current or prospective student, a parent, a friend of the College, or an alumnus, there is something of interest for everyone who visits the site.

McDermid also helped the College “go green” by producing an online version of The Difference magazine. If you’d like to subscribe to The Difference online, please let us know at: [http://difference.biz.colostate.edu/subscribe/pages/default.aspx](http://difference.biz.colostate.edu/subscribe/pages/default.aspx).
faculty and staff

**STEVE LAPOSA’S ANALYSIS POINTS TO CONSEQUENCES OF GALLAGHER AMENDMENT**

In December 2009, the Everitt Real Estate Center held a panel to discuss the Gallagher Amendment that mandates that assessment value of residential property subject to taxation declines when home values rise faster than business property values. Steve Laposa, director of the Everitt Real Estate Center, says that Colorado’s Gallagher Amendment may need to be reviewed now that the economic conditions that led to its creation no longer exist. The Constitutional amendment may now have unintended negative economic consequences that are hurting the state’s ability to compete in the region, according to the analysis conducted by Laposa. Panelists featured were Dennis Gallagher, author of the amendment, and Susan Kirkpatrick, executive director of the Colorado Department of Local Affairs. Laposa stressed that the analysis simply provides data and does not address property tax legislation for the state of Colorado or any other state, nor does it represent any legal expertise. Laposa also said he would incorporate comments from panelists into his final report.

**KATHLEEN KELLY PRESENTS AT INTERNATIONAL CONFERENCE ON ALCOHOL AND YOUNG PEOPLE**

Colorado State Professor of Marketing Kathleen Kelly was invited to present at WASTED: An International Conference on Alcohol and Young People in November 2009. The conference was held in Ashford, England, and was hosted by the Health and Europe Centre. The conference provided examples of intervention trials in the United Kingdom, Europe, and North America that had shown promising results in reducing alcohol consumption among young people. Conference attendees were from countries throughout Europe. Kelly presented a research project and media campaign, Be Under Your Own Influence, that she helped to develop with funding from the National Institute on Drug Abuse. In a community randomized trial, the social marketing campaign contributed to a 40 percent reduction in marijuana and alcohol use among middle school adolescents. The intervention combined in-school and community-based media efforts that focused on adolescent autonomy and aspirations. The project was particularly significant given that very few studies have been able to show a significant impact of media campaigns on reducing youth substance abuse.

**WASTED**

*WASTED: An International Conference on Alcohol and Young People*

**MARKETING PROFESSIONS CO-CHAIR CONFERENCE**

The 2010 American Marketing Association Marketing and Public Policy Conference will be held May 20-22, 2010, in Denver at the Westin Tabor Center. The conference is the premier event for the study of topics intersecting marketing, social, and public policy. Now in its 21st year, the conference brings together an international roster of academics, marketing practitioners, government officials, consumer advocates, and legal professionals to discuss current issues and research results. Researchers and policy makers are being called on to accelerate innovative research, education, regulation, and communication that will foster a shift toward sustainable development and consumption. Accordingly, this year’s conference will highlight research aimed at guiding human-environment interactions in sustainable ways. For more information, visit www.biz.colostate.edu/mppc/pages/default.aspx.

**MELISSA LUNA BREAKS FOUR NASA RECORDS**

Melissa Luna, College of Business Career Center liaison, broke four state Natural Athlete Strength Association power-lifting records: curl, bench press, dead lift, and overall power sports women’s lifter for her age/weight division. The competition took place Nov. 7, 2009, in Denver. NASA supports and promotes drug-free power lifting and restrictions on supportive equipment. Luna got involved with power lifting in 2008 because her husband, Jason Luna, has been a competitive power lifter for 20 years as well as a personal trainer. Luna found that she loves the sport and, in working toward these records, was able to increase her lifts by more than 50 percent in less than a year.

**SRIRAM VILLUPURAM INVITED AS VISITING SCHOLAR AT FEDERAL RESERVE BANK OF CHICAGO**

Colorado State Assistant Professor of Finance and Real Estate Sriram Villupuram was invited to be a visiting scholar at the Federal Reserve Bank of Chicago. Villupuram’s research in the fields of real estate and mortgage loans from a regulation and policy perspective led him to work in the banking and financial regulation division of the bank for two weeks in August 2009. There, he met with economists and undergraduate students who earned an internship with the bank. Villupuram is currently working on four research papers with the economists at the bank. He intends to use this experience in his classroom to help students understand, at a broader level, the impact of financial regulation and policies that could affect the future of real estate. Villupuram is looking forward to future collaborations with the bank and the possibility of returning this summer.

**FELICIA ZAMORA FACILITATES WORKSHOP FOR METROPOLITAN STATE PRESIDENT**

Felicia Zamora, head of the College of Business Mentoring Program, was invited by Metropolitan State College to facilitate a workshop about the College of Business’ mentoring program. The half-day workshop took place in October 2009 on the Metro State campus in Denver. The session focused on the Mentoring Program’s structural components, which led into how Metro may begin to implement its own program. Workshop attendants included
Metro State President Stephen Jordan and his leadership group entitled “METROLEADS.” This invitation created exposure for the College of Business Mentoring Program, while demonstrating to other institutions the dedication and hard work of its junior and senior business mentors. The honor of presenting such a workshop shows the College’s commitment to cyclic leadership opportunities and the College’s support of freshmen students’ success.

**SUSAN SCHELL NAMED TO CITADEL ADVISORY GROUP**

Susan Schell, instructor of corporate communication in the College’s M.B.A. program, has been named president of Citadel Advisory Group, a Colorado-based boutique investment banking firm.

**DOUG HOFFMAN ASSUMES EDITORSHIP OF MER**

Colorado State Professor of Marketing Doug Hoffman assumed the editorship of *Marketing Education Review* earlier this year. Besides being a valuable professional development opportunity and significant commitment for Hoffman, the editorship will reflect positively on Colorado State University. Buddy LaForge, of the University of Louisville and the founding editor of *MER*, recently donated the journal to the Society for Marketing Advances. SMA and the publisher, M.E. Sharpe of Armonk, N.Y., will be responsible for the production, circulation, and marketing of the journal. Hoffman traveled to New York in January to work with the publisher.

---

**The Passing of an Era**

college remembers gladys eddy, a leader in business education

Gladys Louise Eddy died peacefully on Feb. 8, 2010, at Poudre Valley Hospital in Fort Collins. She was 94 years old. A Colorado State University employee for more than 70 years, Gladys left an undeniable impact. One of her finest accomplishments was playing a large role in coordinating the annual Business Day event on campus.

At her retirement reception in May 2007, Ajay Menon, dean of the College of Business, said, “Mrs. Eddy has spent countless hours helping our students and exposing them to some of the most influential people in the nation through our Business Day – from Ronald Reagan to Malcom Forbes. ... She has been a significant, energetic force behind the scenes in a low-profile model of service to the community and the University. It’s hard to imagine the College without her. She has been an integral part of Colorado State, and we will miss her.”

Gladys was born on Christmas Day, 1915, in Castle Rock, Colo., to William and Jessie Shellabarger. She graduated as valedictorian of Littleton High School in 1933 and earned a bachelor’s degree in commerce at the University of Denver in 1937. At the age of 21, she moved to Fort Collins and was employed as a part-time instructor and administrative assistant at Colorado State University, then known as Colorado State College of Agriculture and Mechanic Arts. She met Willard Eddy, teacher and founder of the Department of Philosophy, at a reception hosted by College President Charles A. Lory, and the two were married in 1938. They had a son, Bill, and a daughter, Sandra, who both live in Fort Collins.

Gladys’ leadership led to the implementation of the first administrative management courses at Colorado State in 1942, and she played a large role in the development of what is now the College of Business. She was particularly instrumental in advancing the status of women on campus, pushing to open more courses to women who once could only major in home economics and chemistry. Additionally, she created the Association of Women Students and started the CSU Tau Iota Omega Chapter of Mortar Board, which then focused on honoring college senior women. She served in many other leadership roles to develop honor societies, organization chapters, boards, associations, funds, awards, and councils. In 1984, she was appointed by U.S. President Ronald Reagan to the National Advisory Council on Vocational Education. And over the years, she was honored with many awards for her outstanding accomplishments and contributions.

She spent most of her life as an administrative assistant and instructor, including working as secretary to CSU President Roy Green. She served as assistant to the dean in the College of Business until her retirement three years ago. While in the College of Business, she helped start the Business College Council, predecessor to the current Dean’s Student Leadership Council.

Farewell, Gladys, and thank you for your lasting contribution to the advancement of business education that has benefited so many. You will be missed.

**If you wish to contribute to the Gladys S. Eddy Business Scholarship, please visit http://www.csubz.us/give. Click All Other, then choose Support Another Fund. Utilize the Keyword Search and type Gladys S. Eddy Business Scholarship.**
college faculty, staff receive distinguished awards

**Faculty of Excellence in Service Award**

Professor of Finance and Real Estate Tim Gallagher received the 2009 Faculty of Excellence in Service Award for contributions to the department, the College of Business, Colorado State University, and the community. Gallagher is the vice chairman of the Faculty Council, and before taking this position, he served two terms as the faculty representative to the Board of Governors of the Colorado State University System. In each of these positions, he serves as one of three Faculty Council officers. Faculty Council officers meet regularly with the President and with the provost/senior vice president to give faculty perspectives on university matters. Gallagher also serves on the Executive Committee of Faculty Council. The vice chairman and the faculty representative to the Board are voting ex-officio members of this committee. Before getting involved in Faculty Council officer positions, Gallagher served two five-year terms as chairman of the Department of Finance and Real Estate.

**Faculty of Excellence in Service Award**

Professor of Computer Information Systems John Plotnicki is in his 30th year as a faculty member in the College of Business. He earned his M.S. at Colorado State and served 15 years as chairman of the Department of Computer Information Systems. He was instrumental in the birth of ISTeC (Information Science and Technology Center), a Universitywide organization for promoting, facilitating, and enhancing Colorado State University research, education, and outreach activities pertaining to the design and innovative application of computer, communication, and information systems. Plotnicki has served on many graduate committees in the department and currently serves on the Graduate Programs Committee. He is the recipient of many awards, including the Alumni Association Outstanding Professor Award, the Gladys Eddy Award for the Enhancement of the Undergraduate Experience, the 1995 Professor of the Year award, and many others.

**Faculty Excellence in Teaching Award**

Associate Professor of Accounting Jeff Casterella received the Faculty Excellence in Teaching Award. His teaching includes Intermediate Accounting and a master’s-level accounting seminar. He is also the Ernst and Young Teaching Fellow. His intermediate course is viewed by many students as one of the most rigorous and demanding in the curriculum, and he consistently receives very high rankings from his students. One unique element of his approach to teaching is the use of what he calls “Expert Days.” The purpose of Expert Days is to designate a different group of students to each class period to share in the delivery of course material. Casterella says that the result is “an interactive classroom where everyone participates in the teaching and knowledge-building process.”

**Green and Gold Award**

John Weiss, Department of Marketing, earned the Green and Gold Award for outstanding contributions in teaching and service. In his 20 years of teaching at Colorado State, Weiss has taught thousands of undergraduate students, many of whom refer to him as one of the best instructors. He is one of the most versatile instructors in the College, and his strong teaching performance across many different content areas is impressive. Additionally, he serves as a distance section coordinator in the M.B.A. program and has played a major role in thousands of graduate students’ education. Weiss has twice been named University Professor of the Year in student polls conducted by the Rocky Mountain Collegian student newspaper. He is a loyal Rams fan and a familiar face at home football games.

**Faculty Excellence in Research Award**

Associate Professor of Management Dawn De Tienne received the Faculty Excellence in Research Award. In both 2008 and 2009, she won the IDEA Award for Research Promise from the Entrepreneurship Division of the Academy of Management, and in 2008, she won the Michael H. Mescon/Coles College of Business Best Empirical Paper Award, Entrepreneurship Division, Academy of Management. De Tienne has published 12 refereed publications since completing her Ph.D. in 2002. Her research examines entrepreneurial entry (specifically opportunity identification) and entrepreneurial exit – an area in which she is a leading scholar. She is the co-principal investigator with the School of Biomedical Engineering and College of Engineering for a $3.1 million grant application entitled Enabling the Promise of Nanomedicine: Fitting Nanotechnology to the World at Large. She is also on the review board of two leading journals in the areas of entrepreneurship and management.

**Pinnacle Award**

Professor of Management Ken Petersen, who is also First Community Bank Faculty Fellow at Colorado State and Visiting Senior Fellow at Manchester Business School, received the Pinnacle Award for overall excellence in research, teaching, and service. He is an internationally recognized scholar who focuses his work in the areas of new product development, global sourcing, risk management, and buyer-supplier relationships. Additionally, he is highly regarded by his students and is an avid proponent of Colorado State and the College of Business.

**Staff Service Award**

Sandy Dahlberg, Global Social and Sustainable Enterprise graduate adviser, has received the Staff Services Award. She has worked in the College of Business since fall 2005, working first as the M.B.A. graduate adviser and then as executive assistant to Dean Ajay Menon. She returned to student advising because she missed helping students and was especially excited to transfer to her current position with the GSSE degree program. The award recognizes Dahlberg’s dedication to the College and students.
For more than a decade, academics, best-selling authors, and leaders all over the world have recognized the new challenge of raising a workforce prepared for the quickly changing and growing scope of responsibilities of business professionals on an increasingly flat, integrated, transparent, and global playing field.

While traditional business goals focused almost solely on the bottom line, the next generation of business leaders is charged with producing, and will be held accountable for, a healthy triple bottom line—people, planet, and profit.

“The nation needs to do a much better job teaching and measuring advanced 21st-century skills that are the indispensible currency for participation, achievement, and competitiveness in the global economy,” states a report by the Partnership for 21st-Century Skills. According to the report, these necessary skills include the following, all of which will require great sensitivity to ethical behavior:

- Thinking critically and making judgments
- Solving complex, multidisciplinary, open-ended problems
- Creative and entrepreneurial thinking
- Communicating and collaborating
- Making innovative use of knowledge, information, and opportunities
- Taking charge of financial, health, and civic responsibilities

The challenge seems overwhelming at times because ethical decision making includes consideration of what is good for all current and future stakeholders, requiring more depth and breadth in terms of understanding social and environmental consequences of business behaviors. A classic
Ethics education to prepare students for inevitable ethical dilemmas
example of a business ethical dilemma is marketing tobacco to teens. Should business executives have to ask themselves, Are we “marketing to” or “exploiting” a vulnerable population? The College of Business says, Yes, they should be asking that question. And done correctly, businesses can benefit from doing the right thing in the process.

“We teach why ethics is good strategy and how corporate social responsibility aligns with business objectives,” explains Assistant Professor of Marketing Kelly Martin. “For example, many excellent companies first identify their top-selling products or most profitable customer groups and then align them with social causes important to those groups as part of their strategic plan.”

Most business school curricula require a business ethics course, and many instructors make a point to include case studies and discussion about ethics in their particular discipline.

“In the management department, we are concerned with two broad areas of ethics: personal ethical behavior and corporate social responsibility,” says Dan Ganster, Department of Management chairman and the Richard and Lorie Allen Professor of Business Administration. “We try to stress that students must be aware of their own ethical standards and apply them to decisions that they make. They must also understand the forces such as group norms, organizational incentives, and leadership pressures that may motivate ethical people into unethical practices,” he continues.

Other subject matter in business courses may include discussion about the following topics:

- Abusive and intimidating behavior
- Lying
- Conflicts of interest
- Bribery
- Corporate intelligence
- Discrimination
- Sexual harassment
- Environmental issues
- Fraud
- Consumer fraud
- Insider trading
- Intellectual property rights
- Privacy issues

Even though many corporations have purposefully made social responsibility and business ethics a core part of their strategic mission, it still is not enough collectively as the world continues to witness ethical failings of business that negatively affect stakeholders on a massive scale. That is why the College of Business continues its mission to fully integrate ethics education from a multidisciplinary approach.

“I think it’s important for students to view ethics and social responsibility as elements of all the decisions that they make, whether they be about financial reporting, designing reward systems, or building a sustainable supply chain,” says Ganster. “Treating ethics as a stand-alone topic can have the effect of marginalizing its significance and isolating it from the day-to-day decisions and behaviors one engages in. Incorporating ethics into the various disciplinary courses helps students see the relevance of it in that area and sensitizes them to some of the unique ethical dilemmas that they are likely to encounter in that field. I believe students come away with a deeper appreciation for ethical issues when they encounter it in their disciplinary course work. It’s important for them to realize that ethics is an integral part of their career ... rather than a philosophical specialty.”

Some might say that with constrained budgets, we do not have time to worry about ethics education. But the College
“I think it’s important for students to view ethics and social responsibility as elements of all the decisions they make.”

future careers. The College is now part of the Daniels Fund Ethics Consortium and will provide access to ethics research to other universities.

“The accounting profession, and business professionals in general, are useful to society only to the extent that the public respects its integrity,” says Barry Lewis, chairman of the Department of Accounting, EKS & H Professor of Business Administration Fellow, and member of the ethics initiative implementation team. “From Day 1 in the College, we want students to be confronted with and learn how to deal with the inevitable ethical dilemmas they will face during their careers. A single course will not do this. Students must see how ethical issues permeate their professional lives.”

of Business says the need is too great, especially when ethical pressures may be heightened in tough economic times. It is not time to pull back.

“The College of Business is poised to come out strong with ethics education, to run with it and be a leader,” says Martin.

The College has already started the hard work of integrating ethics education into curriculum across the board and is now sharpening its focus, most recently by securing $1.25 million in funding from the Daniels Fund to establish a new Financial Integrity Reporting Center that will ensure that students are exposed to ethical dilemmas, solutions, and perspectives that will draw them toward ethical conduct in their

“The accounting profession, and business professionals in general, are useful to society only to the extent that the public respects its integrity.”
Colorado State University’s College of Business has been awarded a $1.25 million grant by the Daniels Fund to help support programs in business ethics for the next five years. Programs will include development in the following areas:

- Student learning
- Involvement in the business community
- Daniels Fund Consortium
- Outreach to other educational institutions and community constituents
- Outreach to nonbusiness disciplines on campus

“The Daniels Fund grant makes a profound positive impact on the strategic vision of the College of Business,” says Ajay Menon, dean of the College. “Trust and integrity are at the very core of our brand. We are in the business of preparing the next generation of our global workforce and are committed to deliver to the business world outstanding graduates with a deep understanding and knowledge of business practice and tools grounded in business ethics and personal integrity. When universities succeed, either by example or through teachings, then American businesses succeed.”

The College of Business will use the grant to expand its coverage of accounting ethics with the new Financial Reporting Integrity Center as its cornerstone. The center will engage in a variety of activities that prepare students to work within the financial reporting system – those who prepare and audit financial statements, use financial accounting statements, and regulate the issuance, audit, and use of financial information.

The academic content developed at the College of Business would be available to all institutions participating in this initiative. The goal of the Financial Reporting Integrity Center is to focus largely on developing a deep set of expertise and reputation in accounting ethics. This will help establish and maintain a reputation of excellence in a disciplinary area that can benefit the consortium schools as well. The center will provide access to students at consortium member schools through workshops and lecture series via its distance delivery technology.

“The grant from the Daniels Fund represents an incredible opportunity for us to expand the scope and reach of our efforts to graduate students with an ability to recognize and deal with the ethical dilemmas they will face throughout their careers,” says Barry Lewis, chairman of the Department of Accounting. “Through our Financial Reporting Integrity Center, we will expose students to a broad range of course work, speaker series, executives-in-residence, and periodic symposia. We couldn’t be more excited.”

The initiative also includes two universities with existing business ethics programs supported by the Daniels Fund: the Daniels College of Business at the University of Denver and the University of Wyoming College of Business.

Five other universities will share equally in the $7.5 million initiative. They are New Mexico State University, the University of Colorado at Colorado Springs, the University of New Mexico, the University of Northern Colorado, and the University of Utah.
Rockwell Hall's New Wing
Equipped for Global Communication

Besides 36 miles of cable, the storage capacity of 12 terabytes of data on a Hewlett-Packard storage area network, 30 HP blades hosting 70 virtual servers, and an additional 10 physical recording servers in the new expansion of Rockwell Hall, there's something that might surprise you...

There's a giant switcher named Mondo living in the operations room of the basement.
It is a major part of the intricate electronic nervous system that enables classrooms, conference rooms, and common areas to serve the learning and technology needs of the next generation of College of Business students.

Mondo, a CAT5 matrix switcher made by Magenta Research, is unique and right on the front edge for educational institutions, according to the College's director of technology Jon Schroth. "When the College was looking for a vendor to meet its needs in this area, nobody could provide an educational institution as a reference account. So, we turned to casino, military, and investment trading floor technology and are using it on that scale," he says.

“As a connectivity solutions provider, we feel very pleased to be a small part of what keeps Colorado State at the forefront of higher education," explains Bob Michaels, president of Magenta Research. "Colorado State has an enviable history of implementing technology to maximize its effectiveness and reach. For example, the organization initiated a true global distance learning program decades ago. During our initial meetings, we were really impressed by the vision, focus, forethought and planning effort that had already gone into the project concept. The Mondo Matrix switch and MultiView signal management platform are a terrific fit for the..."
Classrooms, Conference Rooms, and the Auditorium

- Dual screens and projectors for PowerPoints and electronic whiteboarding
- HP multitouch monitors that can zoom, advance slides, and project writing
- Wireless HP tablets for faculty
- Custom-built, fifth-generation, ADA-compliant podiums that can be raised or lowered
- Three to four camera mounts per room with high definition and standard definition cameras
- Acoustically tailored sound-reinforced paneling with ceiling microphones
- Network connectivity and plugs for laptops at each desk
- A cart of laptops that can turn any room into a teaching lab
- Room-setting controls that include:
  1. lighting
  2. shade control
  3. projection control
  4. A/V selection of PC left/right screens, laptop, and volume; eventually, preset controls will respond to a card swipe outside the classroom so when a faculty member walks in the room, his or her preferred lighting, shade settings, and volume controls will reset.

A Major Gift from Hewlett-Packard

Hewlett-Packard and the College of Business have developed a strong partnership over the years. Not only does HP have a history of hiring more graduates from CSU than from any other university, but currently, more than 125 College of Business graduates are employed there. Additionally, the College of Business has exclusively purchased HP hardware for all its computer needs for the last five years.

HP has recently provided funding for installing all HP products including hardware, peripherals, and digital signage in the labs and offices at the College of Business.
University, and we look forward to discovering the various ways in which the technology enhances the learning experience for both students and faculty,” he says.

The switcher has 80x48 inputs and outputs and makes it possible for staff in the operations room to take any content and display it on one or all of the 67 displays in the building. Very few facilities have taken this centralized approach to serving technology needs of the whole building, an approach that mitigates the duplication and extra staff time required when each room’s technology is decentralized.

“A lot of effort went into offering a great deal of flexibility and simplicity for the instructors. All the complexity has been pulled into the operations room,” says Schroth. Faculty can request help at any time, and either the needed support will be handled from the operations room or a runner will come help if needed. Eleven areas including classrooms, the auditorium, and the Global Leadership Council conference room are monitored with 44 displays from the operations room, and staff can multitask by working on video editing, post production work, or burning the 300 to 500 DVDs of instructional content that are created each night to send to distance students, especially last-mile students in places like Iraq and Afghanistan.

Additional Building Technology

- Wireless Internet access
- Team breakout rooms
- Digital signage outside each classroom to show schedules and targeted messages
- Stairs in the front entry that double as a stage for guest speakers, with cameras that service the upper and lower floors
- Kiosks in the lounge and commons for incidental computing, like an Internet café
- Videoconferencing
- Laptop checkout station near the coffee shop on the first floor
- Recording studio
“When I engaged in my first guided tour of the new building with Dean Menon and Ernie MacQuiddy, I was viscerally and emotionally overwhelmed. The stunning beauty of the architecture and its functionality were simply breathtaking. Every design feature had a story and a reason for being, but it was the way Ajay and Ernie spoke about the building that left an indelible impression on me. They spoke about it the way parents talk lovingly about their child. Great architecture expresses the character of its visionaries, and in this case, the College of Business has crafted a masterpiece. It will serve our students, our corporate partners, and the community for decades to come.”

– Michael R. Webb
Relevance Logic, Chairman and CEO; CSU Parent; and Former Global Leadership Council Member, College of Business
The New ROCK
A slowing economy and College budget cuts could not stop the $17.5 million, 54,600 square feet of Rockwell Hall-West from opening on schedule in January 2010 – thanks to the foresight, resourcefulness, and financial commitment of students, private donors, faculty, staff, project managers, supervisors, and construction workers.

The College of Business wanted to create a stimulating learning environment to prepare students for the demands of the 21st century. The new facilities reflect a priority of producing socially and environmentally responsible graduates with both the business acumen and integrity to actually “make a difference” in whatever field they

“...The most exciting component of the new Rockwell Hall expansion would have to be the lounge areas designated for students. It is always wonderful seeing familiar faces throughout the halls, but now we will have a place to sit down and visit with our fellow classmates. Also, I think the media rooms will be very convenient and beneficial for students working on group projects.”

– Blaire Brownlee, ’12 B.S.B.A.
Organization and Innovation Management

Above: Students congregate in the new Global Impact Forum.

Rockwell Hall-West Design
Turns Green Into Gold

First Level
choose. While business schools across the nation talk about sustainable business practices and preparing students for new global challenges, Rockwell Hall-West clearly reflects the vision of the College in its building design.

**Environmentally Sustainable Building Design**

Rockwell Hall-West will hold a Leadership in Energy and Environmental Design (LEED) Gold Certificate, in accordance with the green building rating system developed by the U.S. Green Building Council, regarding sustainable construction. Features of the building include the following:

- Green construction methods
- Energy efficient natural lighting
- Innovative use of constructed wetlands, enhanced campus foliage, and widespread use of native plants
- Bike racks to encourage transportation not dependent on fossil fuels
- Shower and changing facilities for the convenience of bike riders
- External light shelves above windows and light monitors in rooms and offices to manage daylight effectively and minimize electrical use and costs
- Motion-sensor toilet mechanisms in restrooms to conserve water use
- Reflective roofing that makes the building less expensive to cool
- Access to public transportation
- Layout designed to maximize visible natural lighting
- Parking space for a low-emitting and fuel-efficient vehicle
- Use of locally and regionally extracted and manufactured materials for construction
- Large percent of waste generated during construction recycled or diverted away from landfills
- Water-efficient landscaping
- Low-emitting adhesives and sealants, carpet, paint and coatings, composite wood, and agrifiber products
- Light pollution reduction

Professor of Management Gideon Markman remarks, "When Ajay showed me the new Rockwell Hall expansion, the only thoughts that ran through my mind were, 'Wow, no presumption, only authenticity manifested as a breeze of fresh energy. No imposition, only harmony, genuineness, and vitality, a fountainhead of business chi.'"


21st-Century Setting

Designed to meet the needs of the changing culture of business, one defined by hands-on learning that simulates corporate and business settings, Rockwell Hall-West is configured for students to congregate for collaborative decision making and to interact with faculty and staff in a peaceful yet stimulating academic environment. The new two-story building represents space needed to accommodate the almost 5,000 students – undergraduates, graduates, and minors – seeking business degrees. Features of the expansion that will help students acquire the competencies needed to work in a quickly changing and dynamic global environment include the following:

- Controlled classroom teaching environments
- Intelligent, interactive setting, both physically appealing and comfortable
- Nine new classrooms
- Student financial trading lab
- Grand auditorium
- Group study rooms
- Study nooks where students can collaborate
- Student forum
- Kiosks where students can check out laptops
- State-of-the-art educational technology
- Coffee shop

As the world faces unprecedented economic, social, and environmental problems, the College of Business is confident that Rockwell Hall-West will play a major role in preparing the next generation of business leaders to be a powerful force in creating business solutions that help solve many of the great global challenges of our time.

Second Level

“...The new Rockwell Hall expansion is something that business students should be excited about. With its spacious and high-tech classrooms, sustainable design, and student lounges, this is something few universities have, and it sets CSU apart from everyone else. I’ve toured the building and I’ve seen some of the new features of the expansion, and it’s already made me excited to learn in this environment. For me, the new building makes a difference in the quality of my business education and in the preparations I’m making for working in the professional world.”

– Mark Lamborn, ’12 B.S.B.A.
Organization and Innovation Management
"As a student, I believe the new building will help foster the College of Business focus on team projects by giving us the space we need to work together in groups and by helping build a stronger sense of community in the College. I also think the new building will help attract new talent – not just professors, but students as well, making my degree after graduation even stronger."

– Marisa Midyet, ’10 B.S.B.A.
Organization and Innovation Management
Education is the most important investment a person will make in his or her lifetime. At the College of Business, our duty is to create and cultivate the relationships that will generate the revenue needed to continuously improve the curriculum. It is our goal to turn this investment into a valuable asset, making a degree worth more tomorrow than it is today.”  – Erik Olson

Without the commitment of students to the long-term vision of Colorado State University, the College of Business would not be opening up 54,600 square feet of new facilities especially designed to meet the needs and challenges of the years to come. Essentially, students are the pioneer donors to the Campaign for Colorado State University and have pledged to fund new construction on campus, including $10 million in student fees to help fund the expansion of Rockwell Hall. Future generations of business graduates will know that access to a world-class education at Colorado State was thanks to them, that their success was built on the shoulders of many before them.

Beginning in summer 2010, the new building will touch the lives of almost 5,000 students seeking business degrees at Colorado State and around the world through the College’s distance education courses. As student fees and tuition increase, the College is working hard to provide a greater number of financially meaningful scholarships to continue attracting high-achieving students who are being courted by other business schools. As part of its $55.7 million campaign, the College has raised nearly half of the $4 million needed for student scholarships.

Alumni can help the College raise its profile around the country as one of the finest in the Rocky Mountain region by continuing to give back to an area in the College that they care about, like helping to fund scholarships for students.

It is our hope that the skills and experience alumni gained at the College of Business have made a significant impact in their life’s endeavors. We now ask that you invest in the College’s people, programs, and places. You have the power to make a difference in the lives of our students. We need your involvement today!

For information on making charitable contributions, please contact Erik Olson, (970) 491-6378, at erikolson@business.colostate.edu.

Did YOU Know?

U.S. News & World Report looks at alumni giving percentages to determine national rankings. Increasing our current alumni giving rate of 8 percent will enhance the value of all graduates’ degrees.
With lofty ideals and precise goals, we continue the Campaign for Colorado State University. The College’s $55.7 million fundraising goal is designed to push the frontiers of teaching, research, and community engagement and redefine the focus of business education.

To achieve our vision of reshaping business education, the College of Business needs investors like you. We invite you to partner with us on our journey to become the best business school in the Rocky Mountain region. Together, we can make a difference!

Today, we would like to offer you an opportunity to participate in the College of Business “Buy a Brick, Build a Legacy” Campaign. Whether it’s your name, the name of a family member, a teacher who inspired you, or an inspirational message, you can have an engraved brick permanently placed at the west entrance of Rockwell Hall-West, the new expansion of the College of Business.

To secure your brick(s), please visit http://advancing.colostate.edu/ROCKWELLHALLWEST.

Order your brick today and be a part of College of Business history!
INAUGURAL YEAR A SUCCESS FOR BUSINESS LEADERSHIP INSTITUTE

The Business Leadership Institute is a two-day, overnight leadership conference for high school juniors and seniors hosted by the College of Business. Prospective students experience the College through interactive experiences and interactions with current faculty, staff, and students. A primary goal of the program is to engage academically strong and ethnically and/or racially diverse students in activities and programming that showcase the College as a premier undergraduate institution. The event gives the entire College an opportunity to contribute to the recruitment of high-caliber students. The College of Business sees tremendous value in creating educational opportunities for students from underrepresented populations because they add to the richness of the College of Business experience.

CANS AROUND THE OVAL: COLLEGE OF BUSINESS TOP CONTRIBUTOR FOR 5 YEARS RUNNING

Cans Around the Oval celebrated its 22nd year as Larimer County’s largest food drive. Colorado State University and the Larimer County community collected more than 90,000 pounds of food and $27,000 in monetary donations. This was the College of Business’ fifth consecutive year as the top contributor, collecting 20,185 pounds of food and significant monetary donations. The event’s success was due to the efforts of the Dean’s Student Leadership Council, Associate Dean Susan Athey, the departments of the College, and Margarita Lenk’s KEY Freshman students, who collected 2,500 pounds of food themselves.

MMP INCREASES ENROLLMENT BY 300 PERCENT

The Master of Management Practice program increased its enrollment by 300 percent from its inception in Fall 2008 to Fall 2009. The enrollment increase is attributed to the marketing of the program, in addition to student interest in obtaining management skills. The one-of-a-kind program is a professional management degree that allows the individual to customize his or her degree by incorporating an emphasis area directly related to his or her undergraduate degree. Currently, program coordinators have collaborated with others in food science, journalism, psychology, and equine science to develop specific areas of emphasis. In the future, they hope to collaborate with additional departments on campus to create more emphasis areas and continue to increase enrollment.

ALUMNUS PROMOTES SUSTAINABILITY FOCUS

James W. Mitchell (’08 Real Estate) recently created and is now chairman of one of the first sustainability committees for REALTORS® in the country. The committee, part of the Fort Collins Board of REALTORS®, hopes to raise awareness about sustainability through members and their customers. It also hopes to assign tangible values to real estate for factors such as energy efficiency. Mitchell’s committee hopes to work with the Everitt Real Estate Center and Regional Multiple Listing Service to make energy efficiency a measurement in RMLS data. His goal is to make Fort Collins a leader in sustainable real estate.

TOM PLANT SPEAKS ON NEW ENERGY ECONOMY

Tom Plant, director of the Colorado Governor’s Energy Office, spoke at Colorado State University in October 2009. Plant’s presentation, “The New Real Estate Club Visits the Spire

In April 2009, the Colorado State University Real Estate Club had the opportunity to visit the Spire, a 42-story condominium and retail development in downtown Denver. Developer Randy Nichols (’75 Marketing) provided an overview of his project that highlighted key real estate issues such as analyzing market potential, focusing on a target audience, and securing investment funding. Real estate students, alumni, and Everitt Real Estate Center faculty were able to take part in a hard-hat tour that included a trip to the top floor to view the Denver skyline. It was exciting for club members to discuss the project with a fellow Colorado State Ram and witness firsthand a success taking place in the Denver commercial real estate market, despite volatile economic conditions. Future plans for the club include revisiting the completed project and exploring new real estate ventures in other areas of Colorado.
Energy Economy: Advancements in the U.S. and Colorado,” provided a brief overview of the national trajectory of renewable energy and energy efficiency developments. He spoke about how the energy office is using federal stimulus money and said that for Colorado Governor Bill Ritter’s New Energy Economy vision to come true, we will have to confront serious challenges such as building adequate transmission lines dedicated to renewable sources of electricity. Plant also mentioned that for the state to achieve its long-term carbon emission reduction goals, the state will need to have a system of renewable power transmission lines built by 2040.

ZUBAIDA BAI NAMED FELLOW FOR TEDINDIA 2009
Global Social and Sustainable Enterprise student Zubaida Bai has been selected as a TEDIndia Fellow. Zubaida Bai is the founder of AYZH, a social enterprise providing livelihood enhancing technologies to rural women. AYZH helps the world’s most impoverished women improve their standard of living by providing them with appropriate low-cost, high-quality technologies that are proven to help them generate more income. TEDIndia was held in November 2009 in India and offered a three-day, program featuring music, comedy, dance, short talks, and video interludes. The TEDIndia Fellows are a diverse group of men and women who represent India, Pakistan, Bangladesh, Indonesia, Canada, Tajikistan, the United States, China, Nigeria, and Oman. Their goal is to empower TED Fellows to effectively communicate their work to the TED community and to the world. For more information about AYZH, visit www.ayzh.com.

STATEWIDE HOUSING RESEARCH PROGRAM LAUNCHED
The Colorado Association of REALTORS® and the Everitt Real Estate Center announced an agreement to produce residential real estate research for the state of Colorado. With the support of CAR, the EREC plans to conduct detailed housing studies that address the needs of the Front Range real estate community. The center provides educational opportunities and applied research experience for Colorado State students and serves not only as a bridge between the University and private business but also as a catalyst within the University, collaborating with students within the College of Business and with students and faculty from the Warner College of Natural Resources.

EREC RELEASES HOUSE PRICE INDICES
The Everitt Real Estate Center has released the House Price Indices, an in-depth study of residential property values in Northern Colorado. The research conducted by Sriram Villupuram and John Gerhard is more detailed than other indices and uses Geographic Information Systems to select the data in order to evaluate smaller boundaries, almost on a neighborhood-by-neighborhood basis. For more information, visit www.biz.colostate.edu/centers/Pages/realestate.aspx.

STUDENT STARTS DESIGNATED SCOOTERS
Patrick Soukup (’11, B.S.B.A.) has created Designated Scooters, a unique designated driving service in Fort Collins. Many people justify driving drunk to avoid the hassle of getting their car in the morning, but Designated Scooters offers a service that safely gets intoxicated people and their vehicles home. Designated Scooters opened for business in December 2009 and runs Thursday, Friday, and Saturday nights. In 2006, Colorado DU1-related fatalities totaled 207. Designated Scooters’ mission is to reduce that number over the next year and increase road safety for all. For more information, e-mail patrick@designatedscooters.com.

2010 DISTINGUISHED ALUMNI AWARD
Pat Tracy (’73 Marketing), chairman of the board at Dot Foods, Inc., is this year’s recipient of the College of Business Distinguished Alumni Award. Each year, the Colorado State University Alumni Association honors outstanding alumni from each of the University’s eight colleges. Honor alumni are former students who, by their distinguished career and service to the University, state, nation, or world, have brought honor to Colorado State University and to themselves. Tracy has all the qualities of the ideal candidate. He is a former student from the College, has a record of distinction and accomplishment in his field, and has demonstrated service to the University, state, and nation. He has also demonstrated achievements that have brought honor to Colorado State and to himself. He serves on the Global Leadership Council and is committed to fulfilling the College’s mission while striving to expand opportunities for students and faculty. Tracy has helped develop new programs, secure new financial resources, and market and publicize the College. He named a team breakout room in the new Rockwell Hall expansion to help the College fulfill its dream of providing a state-of-the-art facility to its students. Tracy leads by example and exemplifies a success story that reflects well on himself, his family, and Colorado State University.

CHARLES A. LORY PUBLIC SERVICE AWARD
Hernando de Soto, president of Peru’s Institute for Liberty and Democracy, is this year’s recipient of the Charles A. Lory Public Service Award. This award is named for Charles A. Lory, fifth president of Colorado State University, whose leadership helped the University attain a vital balance of teaching, research, and service. The award is given to an individual who has demonstrated exceptional and sustained leadership in his or her community, professional field, or personal commitments and has given a significant contribution of time and talent to the University. De Soto has demonstrated exceptional and sustained leadership both in his professional field and his personal commitments. He has also demonstrated extraordinary and exemplary public service and has made a significant contribution of time and talent to the University. In 2008, de Soto signed an International Memorandum of Understanding under which the Institute for Liberty and Democracy and the College of Business will collaborate on research and conferences and provide student internship opportunities. This will directly help people in the developing world move out of poverty based on new models of private enterprise and collaboration. Faculty at the two institutions will also be able to collaborate on curriculum and applied research and jointly sponsor an annual conference focused on critical topics that address the alleviation of poverty.
HUGO BUDZIEN (‘62 Finance) retired in 2003. Since then, he and his wife, Patricia Watkins (‘64 Liberal Arts), have traveled the western United States in an RV visiting a lot of interesting places as well as friends and family. They settled in northern Illinois and have enjoyed the gypsy life and lack of responsibility associated with a dirt address. While it is not a lifestyle for everyone, it sure works for them. hugobudzien@earthlink.net

STANLEY ANDREWS (‘66 Business Administration) retired in 2008 from the federal government as assistant chief fiscal officer at a medical center. He now spends time with classic cars and photography. stanley.andrews@sbcglobal.net

TOM PHILLIPS (‘66 Business Administration) completed a 36-year military career, during which he led a unit through a terrorist episode, ran a “think tank” for the Commander-in-Chief Strategic Air Command, served as director of the Air Force Personnel Readiness Center during Operation Desert Storm, and led some of the first American troops into Sarajevo, Bosnia-Herzegovina. After leaving the military, he was an administrator at the University of Nebraska-Lincoln before beginning a full-time writing career. He currently teaches a course in military history for the Osher Lifelong Learning Institute. He and his wife, Nita, live in Lincoln, Neb.

completed a 36-year military career, during which he led a unit through a terrorist episode, ran a “think tank” for the Commander-in-Chief Strategic Air Command, served as director of the Air Force Personnel Readiness Center during Operation Desert Storm, and led some of the first American troops into Sarajevo, Bosnia-Herzegovina. After leaving the military, he was an administrator at the University of Nebraska-Lincoln before beginning a full-time writing career. He currently teaches a course in military history for the Osher Lifelong Learning Institute. He and his wife, Nita, live in Lincoln, Neb.

completed a 36-year military career, during which he led a unit through a terrorist episode, ran a “think tank” for the Commander-in-Chief Strategic Air Command, served as director of the Air Force Personnel Readiness Center during Operation Desert Storm, and led some of the first American troops into Sarajevo, Bosnia-Herzegovina. After leaving the military, he was an administrator at the University of Nebraska-Lincoln before beginning a full-time writing career. He currently teaches a course in military history for the Osher Lifelong Learning Institute. He and his wife, Nita, live in Lincoln, Neb.

completed a 36-year military career, during which he led a unit through a terrorist episode, ran a “think tank” for the Commander-in-Chief Strategic Air Command, served as director of the Air Force Personnel Readiness Center during Operation Desert Storm, and led some of the first American troops into Sarajevo, Bosnia-Herzegovina. After leaving the military, he was an administrator at the University of Nebraska-Lincoln before beginning a full-time writing career. He currently teaches a course in military history for the Osher Lifelong Learning Institute. He and his wife, Nita, live in Lincoln, Neb.

CHRISTOPHER HOY (‘68 Business Administration) wrote a successful children’s book, Elk in the Attic. The book is also in the process of being adapted into a musical play. The play is scheduled to premiere on the stage of the renovated Elks Opera House in downtown Prescott, Ariz., in the fall of 2010. Visit www.elkintheattic.com for information about Hoy’s current writing projects, a sample chapter of The Elk in the Attic, a short story called “Cops and Saucers,” and more. cehoy@cableone.net

ROLLAND VONSTROH (‘71 M.S.B.A.) has moved to Marana, Ariz., for year-round hiking, biking, tennis, and golf. He and his wife, Catherine, are expecting their second grandchild from their son, David, a graduate of Denver University, who resides in San Francisco. The VonStrohs are enjoying life! vonstroh@comcast.net

HUGH MACKAY (‘72 Business Administration) and his wife, Janet, have relocated to Colorado from Coeur d’Alene, Idaho. The couple has opened a new business in Parker, Colo. mackay44@gmail.com

KATHLEEN ARMILLOTTI (‘73 Business Administration) owns her own acupuncture and Chinese herbal medicine practice and recently released a book, Acupuncture and Chinese Herbal Medicine for Women’s Health: Bridging the Gap Between Western and Eastern Medicine. kathie@orang countyacupuncture.com; www.orangecountyacupuncture.com

FREDERICK BIONDINI (‘75 Business Administration) has been in Denver since 1976 and has had several eventful happenings since his graduation from Colorado State. For example, he married a long-time friend and worked nearly 32 years at one facility and more than 25 years as a purchasing agent. He loves the area because it’s close to family, and he enjoys the beautiful Colorado landscape and climate. He is continuing his education with his job, which has been a welcome challenge. He is getting closer to retirement but is not ready yet.

PATRICK Winn (‘75 M.S.B.A.) retired early from a career in the international food business five years ago due to multiple spine surgeries that limited grueling international travel. Three years ago, Patrick moved to Ajijic, Mexico. He is President of Culinary Arts Society of Ajijic and does a little consulting for several of his former companies. He is single with two daughters, who are both successful in the medical field in Washington state. If any CSU grads are in the area, Patrick would love to connect. patriciowinn@hotmail.com

CHUCK PENK (‘80 Business Administration) is now a real estate agent at Newberry Realty in the state of Washington. chuckpenk@msn.com

TAD SMITH (‘81 Marketing) stepped down as a partner at Edward Jones Investments in January and is having a lot of fun with his wife, Jody, and three kids. tadsmith1959live.com

JACKIE O’HARA (‘82 Marketing) is the owner of Jet Marketing, LLC, a new marketing firm that promises great advertising and marketing solutions but with on-time and greater-than-expected customer service. O’Hara has 25 years of agency and public relations experience. jackie@jetmarketing.net

KENT WILLIAMS (‘82 Finance) is vice president of Merchant Services at Calpine Corporation. He and his wife, Tracy, reside in Spring, Texas. kwilliams4@sbcglobal.net

PATRICIA (HANKET) MCCARTHY (‘84 Computer Information Systems) has one son attending Creighton University for pre-medical and one daughter planning to attend Colorado State University in the fall of 2010 for equine science and pre-veterinary medicine. McCarthy and husband, Howard, live in Arvada, Colorado. tricia_mccarthy@msn.com

DAVE KING (‘85 Finance) married Anne King on June 27, 2009. Dave is the sales manager/loan officer at WR Starkey Mortgage. They live in Parker, Colo. dking@wrstarkey.com

RICH BRODY (‘86 M.S.B.A.) visited King Fahd University of Petroleum and Minerals (KFUPM) in Dhahran, Saudi Arabia, from Jan. 1-7. Brody specializes in fraud and forensic accounting and was invited to make a
series of lectures to the faculty and students at KFUPM. In addition, Brody made a presentation to top management at Saudi Aramco. He is a professor at the Anderson School of Management in Albuquerque, N.M.

gratefullrichard@yahoo.com

MICHAEL DE LAVALLADE (’86 Marketing) is the investor adviser representative for Investment Advisors International. He and his wife, Becky Stone (’86 Applied Human Sciences), reside in Illinois.

facwsh@yahoo.com

JULIE MORRISON (’86 Business Administration) is getting her master’s in organizational leadership through Colorado State University-Global Campus. julie@laynenterprises.com

KARI SANDERFER (’86 Business Administration) began her SSA career in 2001 as a service representative in the Reno, Nev., district office. In 2007, she was promoted to technical expert and operations supervisor. She is married with two children. kiera301@yahoo.com

CHRIS HARDING-MCDOWELL (’89 Marketing) is the national sales manager for contract sales at Whirlpool Corporation. camcdowell@earthlink.net

1990s

MICHELLE Detry (’90 Business Administration) is president of Keystone International, Inc., a knowledge resource company delivering technical and organizational development solutions. She also serves as president of BullyFreeWork, a sister company of Keystone. She is married to Rich Detry (’91 M.S. Engineering). They live in Albuquerque, N.M., with their two daughters. mdeltry@yahoo.com

DAVID SEWELL (’90 Marketing) is a brain tumor survivor for five and a half years. He had three craniotomies, or brain surgeries, to remove the malignant tumor and is very pleased to now be cancer-free.

dssuper1@msn.com

JEANNETTE (BEITZ) CRAWSHAW (’91 Accounting), pictured here with her father, BILL BETZ (’66 Business Administration), graduated from Colorado State in three years and was hired by a “Big 6” accounting firm prior to graduation. In 2009, she was inducted into the CSU Athletic Hall of Fame for swimming (1991). jmbetz@pacbell.net

JAN DAUGAARD (’91 M.B.A.) joined Kennedy and Cof, LLC, a regional accounting and consulting firm. She is managing business development out of its Northern Colorado office. janincolo@yahoo.com

ANDREW FERGUSON (’92 Business Administration) hopes everyone is doing well. He is currently in Afghanistan.

andyf@edgeaudioproductions.com

DANIEL HAIGNET (’91 Business Administration) switched jobs from a Specialist Trader on the floor of the New York Stock Exchange to a wine maker in Napa, California. He is very happy about this change!

dan@haigneyfamilyvineyards.com
www.haigneyfamilyvineyards.com

BRENT HINES (’91 Business Administration) is celebrating his 25th year of employment with Unisys Corporation. He is currently a senior systems analyst in the Montgomery, Ala., office, working primarily with the Air Force on its mainframe systems. He lives with his long-time companion, Charlotte Elkins, in Wetumpka, Ala. brenthines@unisys.com

DARREN TURNBEAUGH (’92 Marketing) has owned a real estate company for about 15 years. Turning Point Real Estate, Inc., has just separated from its affiliation with Metro Brokers and is now standing on its own in the Denver Metro area. In addition, the company provides discounts to CSU alumni. www.Turn2homes.com; Turn2d@gmail.com

KEVIN DREHER (’93 Business Administration) is currently working in Colorado Springs selling John Deere Construction equipment.

wkevindreher@msn.com

EVELYN HUBBERT (’93 M.S.B.A.) performs research and consulting work as a senior analyst for a top IT consulting company, Forrester Research, Inc. The work covers IT service management, ITIL, process automation, operation efficiency, and effectiveness across many industries.
ehubbert@forrester.com

CONNIE L. HEIGHTES (’95 Finance) is currently pursuing a Master of Accountancy degree at Colorado State University. Connie lives with her husband, Leonard Heights (’74 Electrical Engineering) in Loveland, Colo.

connie.heightes@colostate.edu

WARANYA WISUDDHIMARK (’97 M.S.B.A.) is studying at Mahachulalongkorn University in Thailand. Her major is Tipitaka study, which is the study of Buddhism. She will graduate next year.
totam1@jii-net.com

JERRY MCGTYRE (’98 M.B.A.) is currently chief legal counsel and a senior vice president at Gambro Renal Products in Lakewood, Colo. Gambro manufacturers medical products such as dialysis machines and related equipment. He is in charge of the worldwide legal operations.
mcintyrelaw@comcast.net

NANETTE PATTON (’98 M.S.B.A.) is chief information officer for the Madigan Army Medical Center. She recently led the Joint Telemedicine Network Implementation Team to win the 2009 Department of Defense Chief Information Award in the team category.

Gl.Jade.1ea@gmail.com; http://tinyurl.com/NanettePatton

AMANDA THOMPSON (’99 Business Administration) was named director of wind energy for WYCO Energy, a division of John Deere, Colorado Equipment. In her new role, she will be responsible for developing distributed power projects in Colorado and Wyoming for residential, agricultural, and commercial customers.
atompson@wycoenergy.com

DENISE FISHER (’99 Finance) is a broker associate with Prudential Real Estate of the Rockies. She was featured on HGTGTV’s House Hunters on Jan. 25. This show features her buyers looking in Highlands Ranch and buying their first Colorado house.
denise_fisher@hotmail.com

BARTON PALMER (’99 Business Administration) has started his second home service company, Mister Sparky of Northern Colorado. He is very excited to continue taking care of his clients and their plumbing and now electrical needs. barton.palmer@benfranklinplumbing.com
Marilyn Schock was named chief executive officer for McKee Medical Center in December 2009. She has been with Banner Health for more than 23 years, including 16 years with McKee, where she started as a staff occupational therapist. She earned her undergraduate degree in occupational therapy from Colorado State University in 1986 and then returned to receive her M.B.A. in 2001.

“I wouldn’t be here if I hadn’t received my M.B.A.,” Schock says. “Most executive-level positions in health care won’t even consider you unless you have a master’s degree. Opportunities seemed to open up once I was enrolled and especially once I graduated. The program was flexible enough for me to apply the information in a variety of settings, but it also allowed me to tailor my education to health care.

“This program gave me a well-rounded perspective by incorporating business practices from numerous industries,” Schock continues. “For instance, the lessons I learned about supply chain management, particularly the emphasis on how to work more efficiently, are certainly applicable to health care, and I still refer to them today. This broad perspective gives graduates like me the ability to apply the best practices from a wide range of professions and trades to the challenges we face in our own careers.”

Schock has worked in many roles including serving as a staff occupational therapist, developing workers compensation programs for the hospital, serving as director of Rehabilitation Services at McKee, managing physician hospital organizations, and working as a regional director of operations and medical services for Banner Health. She also served as interim chief executive officer for Torrington Community Hospital, a Banner Health hospital in Torrington, Wyo., and worked as associate administrator at McKee and its sister facility, North Colorado Medical Center in Greeley, Colo.

Schock is working hard on what she believes to be the biggest challenge for 2010 – to attract and retain physicians of all disciplines. Another challenge is to expand McKee’s services and continue to grow patient volume.

“Competition tends to make us all better, and McKee continues to be at an excellent level for competition. We focus on our five priorities: employee engagement, patient experience, quality, physician friendly environment, and finances,” she told the Fort Collins Coloradoan newspaper in a recent interview.

Schock has been a member of the Loveland Chamber of Commerce Board of Directors since 2007 and currently serves as chairwoman. She is also an alumna of the Chamber’s Leadership Loveland program. She enjoys traveling, hiking, snowshoeing, and other outdoor activities.
RACHEL SCHWAB (’99 Marketing) and CORY SCHWAB (’98 Marketing) along with Rich Johnson (’99 Applied Human Sciences) and BRIAN HENKE (’00 Computer Information Systems) opened a restaurant in Denver called The Lobby – An Inspired American Grille. The restaurant is located at 2191 Arapahoe St. The group also owns the WhiskeyBar at 2201 Larimer St. Come support CSU alumni in Denver. Pictured: Owners of the Lobby American Grille from left to right: Richard Johnson, Elizabeth Johnson (’02 Liberal Arts), Gavin Johnson (future CSU Ram), Rachael Schwab, and Cory Schwab. Not pictured: Brian Henke.

rachaelschwab@yahoo.com; www.thelobbydenver.com; www.whiskeybardenver.com

ANDY SIMPSON (’99 Business Administration) married Kristina Simpson on Oct. 10, 2009, in Cabo San Lucas, Mexico. They later honeymooned in Southeast Asia, where they met up with several friends from Colorado State. The couple recently moved from New York City to San Francisco. simponiap@gmail.com

FRANCO RAMOS (’00 M.S.B.A.) is the consulting director at Karabus Management, a division of PricewaterhouseCoopers. He and wife, Tristi Ramos (’97 Natural Sciences), reside in Evans, Colo. fljar@aol.com

2001

BARRIE AJAJ (’01 M.B.A.) works for Saudi Pioneers Securities.

barrieajaj@hotmail.com

JESSICA (BLONG) DOWNING (’01 Business Administration) left Colorado in August 2009 to take a position in Whitefish, Mont., at Whitefish Mountain Resort as the marketing content specialist. She is in charge of video, photos, online content, and media buying for the resort.

jessiejoy@snowman-x.com

2002

DAVID CRAIG (’02 Business Administration) is senior manager of global market development at Molson Coors Brewing Company. David and his wife reside in Denver.

david.craig@molsoncoors.com

HEATHER EDWALL (’02 Marketing) is excited to start graduate school for her Master of Social Work this fall. In the meantime, she is thoroughly enjoying being on sabbatical from the hospitality/ski industry and hopes to take her second RV trip this spring. http://tinyurl.com/HeatherEdwall; heatheredwall@gmail.com

MICHELLE (JOHNSON) STACHNIK (’02 Computer Information Systems) married Simon Stachnik (’02 Civil Engineering). Michelle works for Esperanza Silver as an investor relations manager.

michelle_renai@hotmail.com

2003

MERGEN CHULUUN (’03 Business Administration) founded WebGuru, an Internet marketing and web development company, which was founded in Mongolia. In January, the company reached an agreement for co-ownership as well as management and marketing of Mongolia’s top English website, Mongolia-Web.com. WebGuru is based out of Ulaanbaatar but has clients in the United States, the United Kingdom, Germany, and the Netherlands.

mergen.chuluun@gmail.com; http://webguru-co.com

JEREMY KELMAN (’03 Business Administration) and his wife, Michelle, had their second child, Elijah, on Oct. 8, 2009. Their daughter’s name is Lylah.

jeremy.kelman@credit-suisse.com

2004

AMANDA MORGAN (’03 Computer Information Systems) is director of recruitment and selection for the Cunningham Financial Group of the Northwestern Mutual Financial Network. Morgan helps people learn more about how a career as a financial representative can provide the rewards and opportunities of self-employment. For more information about a career with NMFN, please contact Morgan at amanda.a.morgan@nmfn.com.

ALINA PETRA (’03 M.B.A.) is project manager of New Service Parts for Deere & Company. She lives with her husband, Chris Petra, in LeClaire, Iowa. ancpetra@msn.com

2005

ABBY MAXWELL SANDBACH (’03 Marketing) and husband, Chris, welcomed their first child, future Ram Madelyn Lee (Maddy) on September 9, 2009.

abby_maxwell@yahoo.com

2006

REBECCA (BEDNAR) THOMPSON (’03 Business Administration) married David Thompson. She is an accounting associate at the Governor’s Energy Office in Fort Collins. becnar2001@yahoo.com

BRETT BUSCH (’04 Business Administration) graduated from Washburn University School of Law in December 2009. He will be moving back to the Fort Collins area this spring.

subrettaru@yahoo.com

ROBERT KRAUSE (’04 Business Administration) was promoted from a C/SE IA regional credit analyst to an assistant relationship manager at U.S. Bank in the Ames, Iowa, market.

bkrause05@gmail.com

JUSTIN LARSON (’04 Marketing) is now the Sales Manager for Colorado, New Mexico, and Wyoming for Life Science Products. He resides in Denver.

justinlarson@gmail.com

JESSE LAUCHNER (’04 Computer Information Systems) accepted a management position with Epic Systems Corporation in Madison, Wis. Epic makes software for mid-sized and large medical groups, hospitals, and integrated healthcare organizations. He will be responsible for managing the installation and configuration of Epic software at health care organizations across the United States.

lauchner@gmail.com

CHRISTOPHER WEBSTER (’06 Business Administration) married Elizabeth Murray on Jan. 9. The wedding was held in the Washington, D.C., area. Webster met and proposed to Elizabeth in Baltimore, where they are both attending the University of Maryland School of Law. Chris and Elizabeth are graduating this spring and are sitting for the bar exam this summer.

christophersaw@gmail.com
empowering women to do great things

When Lisa (Haas) Welch (Marketing ‘95) and Julie (Warrington) Hill (Exercise and Sports Science ‘95) became Corbett Hall suitmates in 1991, it never entered their minds that years later they'd be running a company together.

It all started with Welch’s quest for athletic wear during her first pregnancy in 2002. An active woman, Welch was excited to shop for stylish maternity active wear but found that her choices were limited and not suitable for exercise. “I wanted something I could sweat in,” explains Welch, who studied marketing at Colorado State. Immediately she saw a business opportunity, and BornFit was brought to life.

Soon, Welch partnered up with Hill, and the ladies embarked on a learn-as-you-go venture while juggling motherhood and other responsibilities. Welch tapped her sales and business background, and Hill's experience as the assistant athletic director at the University of Northern Colorado was invaluable. Before long, BornFit was manufacturing overseas, and the business was taking off. In the spring of 2007, BornFit became available in stores.

What started as a maternity athletic wear company quickly became something more. “We focused on the maternity market initially, but once our clothing hit stores, we realized that moms were also looking for comparable clothing to wear long after baby. They wanted something comfortable and loved the fit of our clothes,” says Welch. “Recently, we've launched a new line of women's active wear and lifestyle clothing in addition to our maternity line.”

From the beginning, Welch and Hill have attempted to make BornFit more than just another apparel company. “We want to empower women to do great things,” explains Welch. Each month, they feature one inspirational mom on their website, and Welch is a frequent speaker at locations where their products are sold. And their commitment to “pay it forward” is not just lip service. Every month, BornFit donates 10 percent of profits to a cause that has touched their lives, be it a charity or a mom in need.

Hill and Welch describe their experience at Colorado State as one that instilled in them the kind of dedication and fortitude that launching and running a business demands. In late 2007, Welch even turned to her favorite marketing professor, Ajay Menon (now the dean of the College of Business) to arrange a meeting so that she and Hill could seek his advice on how to continue down the path of success. “I was so influenced by Dr. Menon,” says Welch. “The fact that he took time to talk with us 13 years after we had graduated speaks to the kind of faculty you find at CSU,” she said.

Welch says it is equally important for BornFit to continue to support and encourage women to be active throughout their lives. Hill agrees, adding, “We know how rewarding, but also challenging, it is to be a mother. Our goal is to inspire confidence in women of all ages. We're really passionate about that.”

This article was originally published in Around the Oval magazine, a publication of the Colorado State University Alumni Association.
2007

CHELSE FISHER (’07 Business Administration) received a promotion within Colorado State University-Global Campus. She is now the director of outreach and strategic partnerships for the Colorado State University System’s 100 percent online campus. chelsie.fisher@hotmail.com

PABLO MACHADO (’07 M.Acc.) and VICTOR AMAYA (’07 M.Acc.) founded the accounting firm Accounting & Consulting Services, LLC (www.acs-denver.com). The company serves start-up, small, and medium-sized businesses through its accounting and tax services. Machado and Amaya are positioning themselves, and their firm, as trusted business advisers to their clients. pmachado79@comcast.net; amayahome@msn.com

2008

ERIN (YEMM) MERCER (’08 Finance) married Jade Mercer in June 2009. Erin works for Accenture, and Jade works for Adelson and Peterson. They live in Denver. erinyemm@yahoo.com

KYLE SCHMIDT (’08 Business Administration) landed his first full-time job as an events coordinator eight months after graduating. However, five months after he started, the company went through layoffs, and he was one of the unfortunate. One month later, he was offered a job at Greystar Real Estate Partners. Kyle is now the management coordinator there. He takes on multiple roles in marketing, analysis, and operations. Kyle also plans to purchase his first house in 2010. kschmidt50@gmail.com

FORMER ARMY SPC. SCOTT VYCITAL (’08 Business Administration) had the unique opportunity to be seated with First Lady Michelle Obama during the President’s State of the Union address in January. Vycital was severely wounded in Iraq on Feb. 15, 2004, when he was in Mahmudya, Iraq. He was taken to Walter Reed Army Medical Center in Washington, D.C., suffering severe injuries. After retiring, he and his wife, Jarah, moved to Fort Collins, and he enrolled at the College of Business to earn a bachelor’s degree in accounting. He graduated in December 2008. Vycital is now a planning and programs financial specialist. (Vycital is pictured with Colorado Senator Mark Udall.)

COLE WALDRON (’09 Marketing) is the youngest sales consultant cwaldron1337@sbcglobal.net

2009

HANNAH BALTZ (’09 M.M.P.) graduated in May 2009 and accepted a summer internship with the Fort Collins Downtown Business Association. After devoting countless hours as an unpaid intern, Hannah was offered a paid position as event/volunteer coordinator. Hannah accepted it and is very happy. hannah@downtownfortcollins.com

JOHN BUCKNER (’09 Marketing) has been working as a volunteer teacher for the Chilean Government’s Ministry of Education for the past six months. He decided to pursue this route after graduating from CSU and entering into a tough job market. The allure of an adventure overseas was too much to resist, and life runs at a slower pace in Chile. The emphasis Chilean culture places on giving, family, and community has helped redefine his values. Living and working in a developing country has inspired John to pursue a future in sustainable business and development. John.B.Buckner@gmail.com

ANDRÉ GOLD (’09 M.B.A.) joined MoneyGram International as vice president of security and risk management. andre_gold@yahoo.com; www.moneygram.com

JAKE HALLAUER (’09 Real Estate and Financial Planning) was recently promoted from licensed assistant to business manager at Chrisland Commercial Real Estate. jake.hallauer@gmail.com

TEIRESIAS JONES (’09 M.B.A.) was promoted from business manager to clinical business operations manager at DeKalb Community Service Board. In this new capacity, she oversees the clinical operations of six facilities including daily clinical delivery, vendor contracts, hiring-salary approvals, and monthly budget meetings. teiresj@dekcsb.org

MARK W. LACHNIE (’09 M.B.A.) was named director of operations support for CARQUEST in December 2009. He has 15 years retail experience, most recently in the automotive aftermarket industry working at Advance Auto Parts, where he held positions in labor management, planning and allocation, productivity management, labor productivity, and most recently as director of operations support. mark@lchniet.net

COLE WALDRON (’09 Marketing) is the youngest sales consultant cwaldron1337@sbcglobal.net

2007

DONALD G. KEITH (’58 Business Administration) passed away on Jan. 14, 2009. He was a member of the Alumni Association.


DENNIS PARKER (’66 Business Administration) passed away May 12, 2009. He is survived by his wife, Ellen, who lives in Saint Louis, Mo.


JOHN A. DEWEERD (’81 Marketing) passed away on Jan. 9, 2009.

JAMI S. POND (’82 Marketing) died on March 19, 2008.

FRANKLIN L. “PUD” STETSON (’82 Accounting) passed away on July 6, 2009, in Craig, Colo.

HOWARD F. SARGENT (M.B.A. ’97) passed away June 7, 2008.
the company we keep

the following individuals spoke to students, presented at seminars, or served on panels at the college of business.

david abbey  
INTERNAL MEDICINE PHYSICIAN | MDVIP

scott baker  
WEALTH MANAGEMENT SPECIALIST  
MERRILL LYNCH

subra balan  
MANAGER, GLOBAL SOFTWARE PRODUCT  
INTRODUCTION ISC OPERATIONS - SOFTWARE  
IBM

randy bender  
SIX SIGMA BLACK BELT  
WOODWARD GOVERNOR

cathy blakeman  
STRATEGIC PARTNER MANAGER  
CITY OF FORT COLLINS

ida bolivar  
MANAGER, ASSURANCE PRACTICE  
ERNST & YOUNG

jay brannen  
PRESIDENT  
BRANNEN DESIGN & CONSTRUCTION

tyson buhre  
STORE TEAM LEADER  
TARGET

michael callahan  
FOUNDER  
POWERMUNDO

alan campbell  
DIRECTOR OF SUPPLY CHAIN  
ENVIROFIT

jeff carr  
FOUNDER AND CO-OWNER  
GARFIELD ESTATES WINERY

anthony cesario  
OWNER  |  WORK ZONE TRAFFIC CONTROL

andrea cornejo  
AREA MANAGER, BAREFOOT WINE  
E&J GALLO

glenanne engstrom  
TRAINING SPECIALIST  
Poudre Valley Health System

patrick fossenier  
VICE PRESIDENT, INVESTOR RELATIONS  
CON-WAY INC.

dennis gallagher  
AUDITOR AND AUTHOR OF THE GALLAGHER AMENDMENT  |  CITY OF DENVER

jordan gaspard  
BUYER/PLANNER | WOODWARD

patrick gill  
FOUNDER | NORTHERN COLORADO ENTREPRENEURS NETWORK

jeff harel  
OWNER | ERP SEMINARS

mark herbst  
INVESTOR, FORMER COO  
CARRIER ACCESS CORPORATION

angela hoffner  
IT METHODOLOGY PROJECT ANALYST | VISA

chris johns  
SENIOR VICE PRESIDENT AND PORTFOLIO MANAGER  
DAVIDSON FIXED INCOME MANAGEMENT

doug johnson  
CO-FOUNDER | ADVANCED MICROLABS

susan jordan  
RECRUITMENT SPECIALIST  
CITY OF FORT COLLINS

jesse jorgensen  
DIRECTOR OF DEVELOPMENT  
NORTHERN COLORADO MUTUAL FINANCIAL

chris kay  
CEO | INTEGRWARE

susan kirkpatrick  
EXECUTIVE DIRECTOR  
COLORADO DEPARTMENT OF LOCAL AFFAIRS

noora kuusivuori  
DIRECTOR OF BUSINESS DEVELOPMENT  
GRASP SYSTEMS

tery larrew  
OWNER | CADDIS CAPITAL MANAGEMENT

matthew marion  
MARKETING SPECIALIST  
DISH NETWORK L.L.C.

don marostica  
DIRECTOR  
COLORADO OFFICE OF ECONOMIC DEVELOPMENT AND INTERNATIONAL TRADE

marissa mcnulty  
TARGET  
HUMAN RESOURCE EXECUTIVE TEAM LEAD

sean menke  
PRESIDENT | FRONTIER AIRLINES

sarah miller  
FINANCIAL REPRESENTATIVE  
NORTHWESTERN MUTUAL FINANCIAL

alexis moore  
SALES MANAGER | UNIFIED TITLE

jesse mortensen  
JBS SWIFT & COMPANY  
HIRING AND SELECTION MANAGER

jim mulligan  
REAL ESTATE ATTORNEY | SNELL & WILMER

david neenan  
CEO | NEENAN CONSTRUCTION

skip neilson  
DOWNSTREAM TEAM LEAD-AMERICAS,  
TREASURY AND CORPORATE FINANCE  
SHELL OIL COMPANY

james nelson  
ACCOUNTANT IN ASSURANCE AND ADVISORY BUSINESS SERVICES | ERNST & YOUNG

jeff nelson  
ACCOUNTANT  
PROCOM PROPERTY MANAGEMENT SERVICES

jeffrey odell  
SENIOR BUYER | HACH COMPANY

linda ogilvie  
CO-FOUNDER  
MEDICAL MASSAGE OF THE ROCKIES

jorgyn olins  
FOUNDER | NORTHERN COLORADO ENTREPRENEURS NETWORK

jennifer orgolini  
SUSTAINABILITY DIRECTOR | NEW BELGIUM

roy perry  
CEO | THINIDENTITY CORPORATION

tom plant  
DIRECTOR  
COLORADO GOVERNOR’S ENERGY OFFICE

eric ray  
DIRECTOR OF HUMAN RESOURCES  
JBS SWIFT & COMPANY

alma rosales  
MANAGING PARTNER | RS&ASSOCIATES

brian schilb  
SENIOR MANAGER  
KPMG
Do you know that you may contact the CSU Career Center at any time to take advantage of its many alumni benefits and resources? The CSU Career Center offers alumni an array of services including on-campus and online recruiting services, career counseling, career assessments, walk-in counseling, job search preparation, career fairs, career workshops and presentations, and a complete career resource library to help you with your job search. For more information, please visit www.career.colostate.edu/alumni.aspx.

As the coordinator of Corporate and Alumni Relations, if I can help answer a question, contact me at (970) 491-3265 or Allison.Robin@colostate.edu.

Melissa Luna, Career Center liaison to the College of Business, and Allison Robin, coordinator of Corporate and Alumni Relations, created and conducted three seminars for mid-career business alumni. Recordings of these seminars and handout materials are available online at www.biz.colostate.edu/Alumni/Pages/CareerResources.aspx.

**MIND TOOLS: Resume Upgrades and Critiques**
Participants walked away with a wealth of upgrading tools to create an interview-getting resume. Tips were also shared on how to develop an eye-catching and well-structured cover letter. Attendees were asked to bring a copy of their cover letter and resume, as several high-level executives in HR/search firms were available to critique resumes.

**MIND TOOLS: Interview Skills and Mock Interviews**
Attendees learned how to excite potential employers and sell themselves during the interview process. They also reviewed tips on acing the top-20 common interview questions. Each attendee had the opportunity to meet with a high-level professional in his or her field for a mock interview. These executives helped attendees recognize their strengths and weaknesses and provided verbal and written feedback.

**MIND TOOLS: Job Search Strategies**
This workshop focused on participants developing themselves, their skills, and their passions to narrow in on positions best suited to complement their expertise. Individuals learned to identify their unique selling points and how and where to begin their job searches. Developing a complete LinkedIn profile was also discussed as part of the job search strategy.
Get The Difference ONLINE!

In this time of budget restrictions and green initiative awareness, the College of Business has put its alumni magazine, The Difference, online.

The online edition includes all the same features as the printed version. We hope you will help us reduce costs and fulfill our commitment to being the Green University, although we understand that not everyone prefers this method or has access to the Internet.

Let us know how you would like to subscribe to The Difference online!

www.difference/biz.colostate.edu/subscribe