The Art of success

BY TONY PHIFER

Liberal arts majors have been hearing the snickers for years. They’re chided for not being rich enough, or skilled enough in math and science, to be considered successful.

At Colorado State University, graduates of the College of Liberal Arts are celebrated with the same enthusiasm as those with degrees from any of the seven other colleges. And CSU’s liberal arts graduates not only are building careers, they are impacting the world around them.

Here are stories of four successful graduates of CSU’s College of Liberal Arts who have forged careers in the Fort Collins area:

Mackenzie Fogelson

Mackenzie Fogelson — call her Mack, please — took an unusual course to success. After two years of teaching English at Lincoln Junior High School, she answered a different calling: entrepreneur, and returned to school to work on a master’s degree in English and learned how to write HTML code from Mike Palmquist, now CSU’s associate provost for continuing education.

After earning that degree in 2002, Fogelson became a freelance web designer and began to build a local clientele. She and husband Jon started a family (she has two sons), but she always believed her business could be bigger and better.

She went to a conference focused on search marketing and became inspired to push her company, Mack Web, in a new direction.

“We’re now one of the industry leaders in integrated marketing,” Fogelson said from her office in Old Town.

“We help companies build their brand.”

In two years she has more than doubled the size of her staff and the company’s bottom line has grown by more than 40 percent. Mack Web has clients in major cities across the country, and Fogelson said she’s just getting started.

“The companies we work with have got to be willing to let go of traditional models and trust us to help them rebuild their brand,” she said. “We embed ourselves with these companies and learn everything we can about them, and that helps build their business.”

Fogelson’s roots in English and liberal arts remain strong.

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Matt Shoup

“My goal is to change the face of marketing.”

Shoup has relied on customer service, innovative marketing, repeat customers and referrals to build the business. As a result, he has been able to pursue another passion: helping others. He and his family support Realities for Children, Storrs Race Against Meningitis, and Operation Christmas Child.

Shoup, who speaks fluent Spanish and is a passionate advocate for study abroad experiences, supports a CSU scholarship for students who want to study in Spain. He credits his entire CSU experience with changing his life.

He’s writing his second book, and has spoken around the world about his life.

“I studied abroad in college, I found my wife in college and I found God in college,” he said. “I’ve always wanted to find a way to give back, and my success has allowed me to do that.”

McCabe Callahan

In a city where coffee-related shops seem to occupy every corner, McCabe Callahan managed to create a success story with an old-fashioned formula. Offer great products with a large helping of customer service.

Callahan created Mugs in west Fort Collins after earning his degree in sociology in 2002 and has turned it into an iconic meeting place for residents, CSU students and visitors. It was the city’s first internet cafe when it was established, and its downtown and campus locations are

Success continued on page 2.

the world. She expects everyone on her staff to read and blog for the company.

“So much of what I deal with in this job is what I learned in liberal arts,” she said. “At the same time, I feel like I’ve earned an MBA the past two years while working in the real world. I feel like we’ve built something very special.

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Matt Shoup

Matt Shoup painted houses during summers while attending CSU, but never imagined it would become a career after he graduated in 2003. But when he lost his job as a mortgage broker in 2005, he and his new wife, Emily, knew they had to take action.

“I had 100 bucks to my name,” Shoup said. “You kick into survival mode. I knew the house painting business, and I just knew they had to take action.

Nine years later, M&E Painting, LLC, is a shining example of a successful, self-made business. M&E is one of the largest painting companies in Northern Colorado and has served more than 5,000 customers in Fort Collins, Loveland and Windsor.

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Art students do cool things with computers in new program

BY LINDSEY MIDDLEDORF

Since 2008, Cyane Tornatzky, assistant professor of art, has been working for years to establish an Electronic Arts program in the Department of Art at Colorado State University. Her efforts will finally pay off with the completion of a $1.2 million electronic arts wing in the Visual Arts Building in October 2014. Electronic Arts students spent their first semester in the new space in spring 2015.

The basic tenet of electronic arts is to use computers as a medium to create art. "Or, as my husband says, it's computers with computer," said Tornatzky. "Electronic art is interdisciplinary. We collaborate with other artists, scientists and engineers. It is unique in the academy like internet art, robotics, or video. It is based on the idea that there is a concept behind the artwork." A background in electronic arts prepares students for careers in a diverse range of technology fields, including video production/editing, special effects, 3D modelling, internet art, HTML and CSS, creating and testing interactive sites, animation, storyboarding and video games. "I feel a strong responsibility to my students to give them the skills so they can get a job when they leave CSU," said Tornatzky. "The program builds both technical and theoretical skills, preparing students for wide variety of careers." The new 2,400-square-foot wing houses a video editing lab, technology classroom, lounge area and a performance space/gallery. Students have quickly developed a sense of community within their program. "The new space made the students realize they have a sense of ownership. They have bonded with the space and feel like it's their own," said Tornatzky.

Tornatzky, a primary advocate of this program, is one of the only programs of its kind in the region, and has already proven to be wildly popular. "I haven't advertised the program at all and my classes are super full," Tornatzky said. "I have had an overwhelmingly positive reaction from students to this program." Tornatzky is grateful for the support of her mentor, Dr. John Stewart, and says, "it is imperative that most Colorado residents don't realize?


Q&A with Kate Browne

BY TONY PHIFER

Kate Browne, professor of anthropology at CSU, conducts research on disaster recovery. Her research after the 2005 Gulf Coast hurricanes led to the creation of a one-hour documentary, "Still Waiting: Life After Katrina," that has aired many times on PBS and CNN.

Following the devastating September 2013 floods in Colorado, Browne charged students in her spring 2014 graduate-level course "The Culture of Disaster" to examine recovery efforts in Evans, one of the hardest-hit areas in the state. Students presented findings to city and Weld County officials in April. "How did you get interested in disaster recovery? My research had been with Afro-Creole populations in the French Caribbean, and New Orleans really belongs to that cultural area. After Katrina, I turned my love for the area into a professional commitment to understanding the recovery process," she said.

"I am now completing a book about my seven years of post-Katrina research. Is there anything you believe that most Colorado residents don't realize?

"What did you – and your students – learn about the recovery process in Evans that may surprise Colorado residents?

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Delving into the legislature: An internship of a lifetime

BY KAYLA GREEN

For nearly 40 years, CSU’s political science students have been waiting for what alums call the best experi-
ence of their college career: a legislative internship.

Each spring, roughly two dozen interns pack into two university vans and make the early-morning drive down to the Capitol in Denver where they offer lawmakers support with a variety of activities while the Colorado General Assembly is in session. Students will do research, commu-
nicate with constituents, monitor committee hearings, observe chamber floor work and help with office work and errands.

“The interns provide assistance in whatever way the legislators need,” said John Straayer, director of the Legislative Internship Pro-
gram and professor in the Depart-
ment of Political Science. “It’s very tailored to the style, needs and preferences of the legislator.”

With more than 950 alumni in the program and over 30 years of experience running the program, Straayer says he’s seen many of his students move into legislative work after graduation.

“Seeing these kids grow up and succeed is especially rewarding,” Straayer said. “They’ve gone to careers in law, elective politics and
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serve sites within the park – and the most environmen-
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Public Lands History Center uses Parks as Portals to Learning

BY KATE HAWTHORNE JERACKI

What do you get when you cross environmental historians with National Park Service pro-
fessionals? A unique learning experience for Colorado State University students, and much-
necessary experience what it’s like to work in management of public
lands in Rocky Mountain National Park.

“Students observe conditions and collect data on specific problems park staff deal with – invasive species, effects of wildfires, voter expectations. They present solutions and have a dialog with park managers, so everyone learns about what can be done as well as the obstacles involved.”

The PPL field course includes students from the Colleges of Liberal Arts and Natural Sciences as well as the Warner College of Natural Resources. They lived at the park for a week, work-
ing alongside RMNP staff.

“The collaboration helps students a better idea of what it’s like to work as a park professional, and gives staff a better understanding of how
environmental history can help them manage competing objectives when humans interact with nature,” said Ruth Alexander, PLHC Council chair and history professor.

PPL field course is open to freshmen, sophomores, juniors and seniors, but students involved in any
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New Classical Convergence Concert Series brings violinist Joshua Bell to Fort Collins

BY JENNIFER CLARY

This fall, the Colorado State University Department of Music, Theatre and Dance and the Fort Collins Lincoln Center will launch the Classical Convergence Concert Series. The series features traditional clas- sical soloists and chamber ensembles, while further exploring the full spectrum of the classical music genre.

Building on the classical concert pro- grams of both organizations, the co-pro- duced season features seven world-class performers and ensembles performing at the University Center for the Arts and the Lincoln Center – including Grammy award-winning violinist Joshua Bell, as well as pianist Jerenn Denny, Mother Falcon, Borromeo String Quartet, Orchid Ensemble, Classical Jam and the Mendels- sohn Trio.

“By working together, we transcend our combined pasts and really explore the depths of music-making,” from the Spanish- Western interpretation of the masters, to contemporary artists using classical in- strumentation and training to expand the boundaries of the genre,” said Jack Rogers, general manager of the Lincoln Center.

Critical components of the endeavor are artist-student interaction and community engagement opportunities. Classical Con- vergence artists will give master classes at CSU, providing dynamic, hands-on instruc- tion in an informal setting, the sessions will be free and open to the public.

“The series allows us to thoroughly examine the intersection of world-class performers and our community, creating intimate experiences that allow for real in- tersection between artists,” added Rogers.

The series was announced to a combined group of CSU and Lincoln Center patrons in May. “Each organization has a dedicated patron group, but by co-producing one se- ries, sharing resources to bring in higher-profile professionals, we not only expand our patron demographic, but enhance the communities we serve,” said Todd Queen, chair of the Department of Music, Theatre and Dance.

2014–2015 Classical Convergence Concert Series season packages are available at the Lincoln Center Box Office by phone (970) 491-ARTS (2787), online at www.CSUArtsTickets.com or at the Museum (FREE) Aug. 21–24, 28–31, Sept. 4–7, 7 p.m. Open through Sept. 20. For tickets and a full schedule, visit www.CSUArtsTickets.com or (970) 491-ARTS (2787)

Classical Journeys

Mendelssohn Trio

Tuesday, Dec. 2, 7:30 p.m.

The trio is named for CSU cello professor Barbara Thiem's great-grandfather, Franz von Mendelssohn.

Tuesday, Jan. 20, 2015, 7:30 p.m.

Engaging, lively, high-caliber performances with a wide-ranging repertoire.

Mother Falcon

Saturday, April 4, 2015, 7:30 p.m.

The indie orchestra has created a signature soundscapes by blending rock, jazz and hip-hop rhythms.

Borromeo String Quartet

Wednesday, Oct. 29, 7:30 p.m.

Orchid Ensemble with the CSU Concert Choir

Tuesday, Dec. 2, 7-30 p.m.

One of the most important string quartets of our time.

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