Membership makes an IMPACT

Your Alumni Association membership is an investment in the past, present, and future of Colorado State University. You make it possible for us to connect more than 220,000 alumni to CSU in meaningful ways. Thank you!

CSU ALUMNI ASSOCIATION MEMBERS LIKE YOU MAKE THIS PUBLICATION POSSIBLE.
WHY DO YOU LOVE CSU?

It’s where I found my people. It gave me an education I can turn into a career. You can’t beat the view from the West Lawn. CAM the Ram. Because of all the amazing alumni, students, faculty, and staff who have touched my life. It feels like home. It’s simply the best.

If there’s one thing we all have in common, it’s this hallowed ground. In one way or another, this place has taken up space in our hearts.

SO, ON APRIL 18, WE CELEBRATED ALL THAT IS CSU!
We sprinkled campus with green hearts. We rewarded students with coffee and donuts and Ram gear just for being awesome. And we rocked our Ram Pride louder than ever.

I LOVE CSU DAY
APRIL 18, 2018 AND EVERY YEAR AFTER
Words of Wisdom

CARA NETH (’87)

Every time a major snowstorm hits Fort Collins, the President’s Office at Colorado State University receives a blizzard of e-mails and phone calls from students and parents (yes, parents) asking – imploring – President Tony Frank to close the University. That rarely happens, and it falls to Cara Neth (B.A., ’87), director of administrative communications for CSU’s President’s Office, and her team (mostly Assistant Director Nik Olsen, B.A., ’01), to explain why. Sometimes the outrage accumulates faster than, well, the snow, but her team listens with patience and responds with respect and clarity.

The idea that effective communication begins with listening is vintage Cara. In fact, she’d rather listen to other people and help tell their stories than share her own. She is, however, happy to share her thoughts about the big ideas that matter to her most and guide her work.

Reduced to fundamentals, those ideas touch on a couple of the biggest challenges facing land-grant universities today: the role of accessible public education in democracy and the tensions that arise when First Amendment rights of free speech are tested.

Spend time with Cara and you’ll realize these aren’t abstract subjects. They’re core curricula for anyone tasked with supporting Colorado State University communications at the presidential level. They’re dear to her personally and foundational for her professionally.

“Cara has become entwined in CSU’s history – not because she sought the center stage, but because she is the University’s most trusted communicator.”

– NIK OLSEN, ASSISTANT DIRECTOR FOR ADMINISTRATIVE COMMUNICATIONS
OFFICE OF THE PRESIDENT
Cara's parents built that foundation. "My parents were both first-generation college graduates," she says. "Education opened the world to them." Her father, Cecil, enrolled at the University of California at Berkeley in 1942, but left college to join the military and served as a B-17 bombardier during World War II. The Army Air Force recalled him to service during the Korean War and then sent him to Germany, where he wrote for the U.S. armed forces newspaper, Stars and Stripes. After the war, he became a correspondent for the Paris Herald Tribune and London Daily Telegraph and edited other newspapers. He also met Jane Corda (now Jane Neth Thomas), fellow American and teacher traveling through Europe, whom he interviewed for a story.

Cecil and Jane married in 1960. Both were passionate about social justice and fought against neighborhood segregation in Chicago, where Cara grew up. Cecil worked for the Wheaton Journal and Chicago Sun-Times, and finally completed his bachelor's degree at Northern Illinois University before taking what Cara describes as a "detour" to teach journalism at CSU. He made the most out of the career diversion, teaching hard-won lessons to a new generation of would-be reporters and writers.

"Incidents like these are the hardest to navigate," Cara says. "This time in higher education is the most complex and difficult that I've had to grapple with, and I know I'm not alone in that. But it's also given us an opportunity to really assert what we stand for and what we are trying to do as a University and why, but also to help bring poetry to it." - CSU President Tony Frank

During her tenure as CSU's 13th president, Cara has been thoughtful, inclusive, and timely. Last fall, Cara joined other CSU leaders to organize a discussion forum for college deans, department heads, faculty council members, and cabinet members. One of the sessions led to the creation of a First Amendment website and conversation series, hosted by the Multicultural Staff and Faculty Network and Office of the President in partnership with the Vice President for Diversity and the Center for Public Deliberation, designed to provide information, resources, and best practices surrounding the First Amendment and free speech on campus. The pilot session, held last December at the Iris & Michael Smith Alumni Center, filled up in two days.

Cara stands tall in the world of higher education. "Incidents like these are the hardest to navigate," Cara says. "This time in higher education is the most complex and difficult that I've had to grapple with, and I know I'm not alone in that. But it's also given us an opportunity to really assert what we stand for and what we are trying to do as a University and why, but also to help bring poetry to it." - CSU President Tony Frank

words of wisdom

Cara studied technical journalism and recalls a rewarding college experience, especially after taking a semester off to "grow up a little" on a solo trip to Northern Ireland and England. She worked her way through school with scholarships and jobs, completed internships at the Fort Collins Coloradoan and Denver's Channel 7, and served as editor in chief of the Rocky Mountain Collegian, which provided valuable job experience and — perhaps more importantly — expanded her perspective on student life. "I graduated with the sense that CSU could be a better place for students." That sense would serve her well.

Cara returned to the Coloradoan after graduation to cover the cops and courts beat and K-12 education. The latter was "transformative" and led her back to CSU, where she worked for Melissa Katsimpalis in public relations. Later, she stepped up when offered a chance to help write speeches for then-President Albert Yates, who became a mentor and was extremely supportive when her father fell ill with Lou Gehrig's disease. She worked with the CSU President's Office for 28 years now, and currently manages communications projects for Dr. Tony Frank.

"Incidents like these are the hardest to navigate," Cara says. "This time in higher education is the most complex and difficult that I've had to grapple with, and I know I'm not alone in that. But it's also given us an opportunity to really assert what we stand for and what we are trying to do as a University and why, but also to help bring poetry to it." - CSU President Tony Frank
I n short, it’s a way for Rams to find community wherever they end up after leaving Colorado State University. The college experience is one unlike any other. You grow. You change. You become forever part of the Colorado State family. And no one will really understand that piece of you, that time of becoming who you are today, quite like those who can pull from the same memories.

Recognizing the need to bring all of these shared experiences and excitement for the green and gold back together after graduation, the Alumni Association created Ram Networks – which are effectively CSU alumni chapters across the nation. Currently, there are 40 Ram Networks operating around the country, with more than 150 committed volunteers keeping Ram Pride alive in their areas.

Networks have been charged with a mission to:
• Promote strong, positive relationships among alumni, students, parents, and others within the community
• Foster Ram Pride and the spirit of CSU in their communities
• Provide important communication links between the University and its alumni
• Promote the image and reputation of CSU within the community

They achieve this through things such as game-watch parties and athletics-related events, CSUnity and other community service projects, networking events, and programs highlighting connections to Colorado State University. When CSU is the common thread that allows you to take a little bit of home wherever you go, let us help you find that community again! Ram Networks are a place to share experiences and re-create that excitement for the green and gold regardless of where you are.

WHAT’S A RAM NETWORK ANYWAY?

CONNECT to an existing network or learn how to start one in your area here: alumni.colostate.edu/alumni-in-the-nation.
Ram Handlers are the students who care for our beloved four-legged CAM the Ram mascot—not only on football Game Days, at CSU-sponsored events, and every other time he makes a public appearance—but day in and day out, doing the dirty work as well.

Each Ram Handler does their part through what they call CAM care. Among the CAM care responsibilities are giving him food and water each morning and night, cleaning out his pen, and working with him to prevent boredom.

“Prior to an event, CAM must be given a bath and shorn to ensure he looks as pristine as possible,” explained Clarissa Carver, a senior equine and animal science major and fourth-year Ram Handler. “In the warmer parts of the year, we often shear CAM frequently to keep him cool and clean. During the winter months, we will shear his head and neck, but leave them longer, and we often leave the parts that won’t be under the blanket unsheared so that he can keep himself warm.”

In addition to all of their CAM care responsibilities, Ram Handlers are photo experts, always ready to snap the shot of you and CAM; as well as track stars, running our Ram through the end zone after every home team touchdown—which has almost ended in disaster more than once.

“CAM has learned to associate the cannon with running and will sometimes get amped up when he hears the boom,” Carver said. “The hardest part about running after touchdowns is when the referees don’t realize he is running in the end zone and step out in front of you. There have been several times where CAM or a Handler has almost taken a referee out accidentally.”

Before the Ram Handler group was officially established, members of the Farmhouse Fraternity managed CAM at every event. But “Ram Handlers” under any title, have always been ambassadors of the University, and they remain committed to keeping the legacy of CAM for years to come.

“Every student on the Ram Handling team is a volunteer, and many of us put in more than 50 hours a semester on top of our class and work schedules to ensure that the tradition of CAM lives on,” Carver said.

View the CAM Forever video featuring the Ram Handlers on our YouTube channel—CSU Alumni Association.
breathing new life into old town

BRIAN SOUKUP (’75)

Consistently named one of the best places to live in the nation, Fort Collins is a thriving community – one that alumni can point to with pride and say, “That’s where I went to college.”

The city is undeniably inviting, thanks in part to Brian Soukup (’75), a savvy real estate investor with a gift for spotting need and potential, who works hard behind the scenes to make his hometown a better place.

When you think of Fort Collins, iconic landmarks such as Horsetooth Rock, the “A” on the foothills west of Overland Trail, and the city’s picture perfect downtown, often come to mind. And at the heart of historic downtown is Old Town Square – a charming pedestrian plaza filled with specialty shops, artwork, restaurants, water features, and live music.

But downtown wasn’t always the vibrant economic driver it is today. In the mid-1970s, years before Old Town Square existed, many buildings in the blighted business district sat vacant and neglected. It was practically a ghost town.

SAVING OLD TOWN SQUARE

Soukup, a finance-real estate major and former basketball player at Colorado State, is a quiet force behind the revitalization of downtown, and specifically Old Town Square. But he’s quick to credit another man as the visionary behind today’s popular public plaza.

“Gene Mitchell put together the investment to start Old Town Square,” says Soukup with admiration. “He was way ahead of his time.”

So ahead of his time, in fact, that residents were slow to embrace the public space when it opened in 1985. Mitchell struggled to lease the rehabilitated buildings, and Old Town Square fell into receivership as the country plunged into a deep recession.

Soukup, who owned a property management company with offices in Colorado and California, was hired as a third-party receiver for the court.

“I was lucky to be in the right place at the right time when it came to buying Old Town Square,” says the College of Business alumnus, who downplays the risk he took and the role he played in saving the modern-day jewel of Fort Collins.

Soukup formed both Progressive Old Town Square LLC, to purchase Old Town Square Properties to manage the real estate investment. He also hired fellow Fort Collins High School graduate, Ed Stoner (’68), who served as president of Old Town Square Properties for decades, until his retirement in 2016.

When Soukup closed the deal in 1999, Old Town Square was 60 percent vacant. He knew he had to do things differently, and he couldn’t do it alone, so he joined forces with the city of Fort Collins and the fledgling Downtown Business Association to breathe new life into Old Town Square.

“We didn’t want people to wonder IF things were happening downtown; we wanted them to wonder WHAT was happening,” says Soukup, who helped launch many of downtown’s most popular mainstay events, including Thursday night concerts, holiday lights, and the Colorado Brewers’ Festival, to name a few.

Old Town Square soon became a major draw to downtown, and by 2016, the impact of related tourism on the local economy was $274.6 million annually.

GIVING BACK TO CSU

Soukup is grateful for the strong finance and real estate background he received at Colorado State. “CSU was a wonderful experience,” says Soukup, who at age 19, applied what he was learning in class to buy his first piece of land and build cabins near Red Feather Lakes.

In later years, Soukup was able to give back to the College of Business by contributing to the expansion of Rockwell Hall. He also served on the Global Leadership Council, an industry advisory board to the dean.

Dr. Ajay Menon, former dean of the College of Agricultural Sciences at CSU, has known Soukup for years.

“He is a great example of someone who used his education from CSU to become financially secure, and then uses his success to positively impact the lives of those around him,” says Menon. “He has now achieved a life of significance, not just success.”

Soukup’s support of CSU goes beyond the College of Business, adds Menon, who describes the alumnus as unassuming and exceptionally generous with his time, talent, and treasure.

CSU women’s volleyball head coach, Tom Hilbert, a longtime friend of Soukup, agrees.

“He’s a very down-to-earth, normal guy,” Hilbert says, who adds that...
Soukup, a huge Rams sports fan, has generously supported the Department of Athletics for years. “Brian had a great experience as an athlete at Colorado State,” Hilbert says. “Not because he was an all-star player, but because he was a team player.”

HELPING THE HOMELESS
Soukup, the consummate team player, was named United Way of Larimer County’s Collaborator of the Year in 2011. And the accolade is well deserved. For years, Soukup has worked closely with Catholic Charities to build much-needed facilities north of downtown — including The Mission shelter, expansions to The Mission, and the Sister Mary Alice Murphy Center for Hope — that provide beds, meals, counseling, and other crucial resources for homeless men, women, and children in Fort Collins.

“Helping the homeless is something I’m passionate about,” says Soukup, adamant that it truly takes a village. “I like to work together to make things better.”

HANDING OVER THE REINS
Soukup eventually transferred management of Old Town Square — the plaza itself — to the city of Fort Collins and the Downtown Development Authority. The city and DDA also led the $3.9 million renovation of Old Town Square in 2015.

Soukup continues to own 13 buildings surrounding the beloved outdoor plaza. All are fully leased and represent some of the most sought-after commercial addresses in Fort Collins. Soukup is still involved in the big-picture vision for Old Town Square, but admits he enjoys semi-retirement.

“My passion is ranching,” says Soukup, who owns a cow-calf operation near Steamboat Springs and another ranch close to the Wyoming border. “These days, I like to mend fences, work on irrigation, dig ditches — you know, fix things.”

“Making the old new again and fixing things to make them better. That sounds about right. It’s what Soukup does best.”

By Becky Jensen ('93)
History in the Making – Quite Literally

John Hirn ('93) is listed on Colorado State University’s official athletics site – CSURams.com – as a volunteer historian. It would be more accurate, however, to describe him as an accidental historian. That’s because he never dreamed he would be doing what his three children call “the job I don’t get paid for.”

“I don’t play golf, and I really don’t have many other hobbies,” said Hirn. “A lot of guys my age have model railroads or some other passion. This is my model railroad.”

It’s a good thing, because without Hirn, much of CSU’s athletics history would be lost or, worse, unknown. But thanks to a couple of projects – his book, Aggies to Rams; and his many volunteer hours and donated items that helped create the CSU Sports Hall of Fame display at Moby Arena – a big chunk of the history of Rams athletics has been preserved.

“John’s contributions are beyond measure,” said Paul Kirk, CSU’s assistant athletics director for communications. “We are so thankful for his passion for Colorado State, his generosity to lend his time and expertise, and his keen sense of what is important in preserving the history of Colorado State athletics.”

FRESHMAN FATE

It was in January 1990, when Hirn arrived for his first day of classes. His older brother, Tom, was a graduate student at CSU and encouraged his younger brother to embrace the Rams. Hirn’s timing could not have been more perfect. The men’s basketball team, led by beloved coach Boyd Grant and playing in front of raucous, sellout crowds at Moby Arena, was making a push toward its second consecutive conference championship, and Hirn was swept up in Rams mania.

“I used to grab a seat on the baseline, right next to the CSU bench, and watch Tiny Grant in action,” he said. “We had a great team, and it was a very exciting time.”

In the fall, the football program – largely a mess throughout the 1980s – suddenly started winning under coach Earle Bruce. The Rams earned national acclaim when they knocked off 19th-ranked Wyoming 17-8, and fans stormed the field, tearing down the goalposts at Hughes Stadium. And, yes, Hirn was one of those students hanging from the south goalpost when it came down.

“The Rams went on to earn an invitation to the Freedom Bowl – CSU’s first bowl bid in 42 years – and capped their 9-4 season with a dramatic 32-31 win over Oregon in Anaheim, Calif. Hirn, who won the CSU Alumni Association’s Jim and Nadine Henry Award in 2014, loved every minute of the ride.

“When the football team had that great season in 1990 and went to the Freedom Bowl, I just got sucked into CSU athletics and never looked back,” Hirn said.

LABOR OF LOVE

Always a fan of history, Hirn joined the staff of the Silver Spruce yearbook in 1992 and was asked to write a story about the 100th anniversary of Rams football. That project planted a seed in his head.

“They gave me eight pages in the yearbook to cover the entire history of CSU football,” he said. “I realized there was so much more to write.”

In his spare time, he would comb archives and interview former CSU players. He arranged interviews with former CSU President Bill Morgan, former football and wrestling coach, Tuffy Mullison, and many others.

Seventeen years after graduating with his B.A. in history, he published Aggies to Rams. The book – 450-plus pages of stories, rare photos, and other gems – has become the definitive, must-have book for CSU football fans, with proceeds going to support CSU athletics.

“Nearly all the football program – including my studies in history and my love for model railroads – has come together,” Hirn said. “I have found a way to give back to CSU, something I never dreamed I would be doing.”

When Hirn took his collecting to another level

CSU alumni and fans are now the proud owners of a 1900 Freedom Bowl trophy – the first of its kind to hang in the Moby Arena Sports Hall of Champions. Hirn helped create the display in the Hall of Champions.

The book was a labor of love, really,” he said. “I wasn’t working on it for 17 years – I started my career, met my wife, and started a family during that period – but when Sonny Lubick was fired in 2007, it was a great time in Rams history. Others followed, and then Hirn took his collecting to another level by seeking out memorabilia online. “It’s amazing what you can find on eBay,” he said.

In 2012, Doug Max, CSU’s senior associate athletics director for facilities, enlisted Hirn to set up a CSU Sports Hall of Fame display at Moby Arena. It has become a must-see campus highlight – a place where the history of CSU sports comes alive. Trophies, jerseys, game balls, programs, pennants, and dozens of other forgotten treasures now are displayed in glass showcases.

Hirn, the director of sales for Fort Collins-based Rodelle Inc., never stops collecting. He still gets donated items from former athletes and fans, and he’s always checking eBay to see if a new CSU jewel has come up for bid.

He said his “Holy Grail” goals include finding the football used for the famous “bounce pass play” in a 1966 game when CSU beat Wyoming, and recovering the championship banners that once hung from the rafters in Glenn Morris Field House.

And, not surprisingly, he has raised his three children to be Rams fans. He and wife, Nicole, are longtime season ticket-holders for CSU football and volleyball. Ideally, his kids will attend CSU and have their own life-changing Rams experience.

“They have been instructed that it’s OK if they don’t go to CSU,” he said, laughing. “But if they go to any school located in Boulder or Laramie, they will no longer be part of the family.”

— Tony Preller
OUR MOMENTS

GILDAN NEW MEXICO BOWL
This fall, your Rams traveled west to take on the Marshall Herd in the Gildan New Mexico Bowl. And while we didn’t emerge with a “W”, you sure made us Proud to Be! The showing of green and gold and Ram Pride throughout the weekend was an unforgettable experience, and it’s members like you that make it possible for us to take our support on the road for rallies and tailgates like this.

1870 CLUB AND LIFE MEMBER EXCLUSIVE: THE MAKING OF THE SMITH ALUMNI CENTER
During this exclusive event, 1870 Club and Alumni Association life members had the chance to come together and hear from Ann Gill and Ben Fogelberg, two of the creative and storytelling masterminds who helped shape the Iris & Michael Smith Alumni Center experience. It was a one-of-a-kind opportunity, made possible through the support of our membership.

NATIONAL WESTERN STOCK SHOW: MUTTON BUSTIN’
Every year, as part of CSU Day at the National Western Stock Show in Denver, the Alumni Association gets to host the mutton bustin’ competition for members and their kids. This year, 10 future Rams represented our green and gold with determination and tenacity!

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Visit alumni.colostate.edu/alumni-center for details.