



Help us "plant the seed" of . . .

The  
Family  Tree  
Restaurant

Sunday, January 26, 2013

2 - 5pm

*Appetizers and Beverages - Family and Friends*

5pm - Close

*Dinner - Open to the public*

*Please RSVP to Dave and Phyllis Polucha  
1120 N. Lincoln Ave Loveland, CO, 80537  
(970)669-2229*



Family -  
like branches  
on a tree,  
will grow in different  
directions  
but our roots  
remain the same.

-Unknown

## **Artist Statement**

### **Cassandra Mordini**

My work tends to have a clean graphic style. Color is my favorite element to work with. It really fulfills my branding pieces. In particular, the Pubbles pieces have specific colors that coordinate with each different type of packaging. I used the modern colors of teal and orange for the Midtown project in order to attract a younger generation to the area. I try to focus on marketing concepts when creating my pieces. It is important for the product to be desirable to the majority of people for it to sell. In projects that do not involve sales, my concept is strong. For example, my Alice's Adventures in Wonderland piece, the Cheshire Cat is represented by a smile but in the silhouette of a cat facing backwards. This is a twist on the traditional representation of only a smiling cat. The idea comes across but with a more dynamic approach. Color and concept are the focuses of my work as a whole.

## Title

<b>Figure 1:</b>	Alice in Wonderland 1
<b>Figure 2:</b>	Alice in Wonderland 2
<b>Figure 3:</b>	Career Fair Handbills
<b>Figure 4:</b>	Dress for Success
<b>Figure 5:</b>	Family Tree 1
<b>Figure 6:</b>	Family Tree 2
<b>Figure 7:</b>	How to Prepare for the Career Fair
<b>Figure 8:</b>	Just in Time
<b>Figure 9:</b>	Lana Del Rey Vinyl
<b>Figure 10:</b>	Midtown Business Card 1
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<b>Figure 19:</b>	Senior Year Career Meeting 1
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<b>Figure 22:</b>	Toothpaste Template 1
<b>Figure 23:</b>	Toothpaste Template 2

## CHAPTER V. ADVICE FROM A CATERPILLAR

The Caterpillar and Alice looked at each other for some time in silence: at last the Caterpillar took the hookah out of its mouth, and addressed her in a languid, sleepy voice.

'Who are you?' said the Caterpillar.

This was not an encouraging opening for a conversation. Alice replied, rather shyly, 'I—I hardly know, sir, just at present—at least I know who I was when I got up this morning, but I think I must have been changed several times since then.'

'What do you mean by that?' said the Caterpillar sternly. 'Explain yourself!'

'I can't explain myself, I'm afraid, sir' said Alice, 'because I'm not myself, you see.'

'I don't see,' said the Caterpillar.

'I'm afraid I can't put it more clearly,' Alice replied very politely, 'for I can't understand it myself to begin with; and being so many different sizes in a day is very confusing.'

'It isn't,' said the Caterpillar.

'Well, perhaps you haven't found it so yet,' said Alice; 'but when you have to turn into a chrysalis—you will some day, you know—and then after that into a butterfly, I should think you'll feel it a little queer, won't you?'

'Not a bit,' said the Caterpillar.

'Well, perhaps your feelings may be different,' said Alice; 'all I know is, it would feel very queer to me.'

'You!' said the Caterpillar contemptuously. 'Who are you?'

Which brought them back again to the beginning of the conversation. Alice felt a little irritated at the Caterpillar's making such very short remarks, and she drew herself up and said, very gravely, 'I think, you ought to tell me who you are, first.'

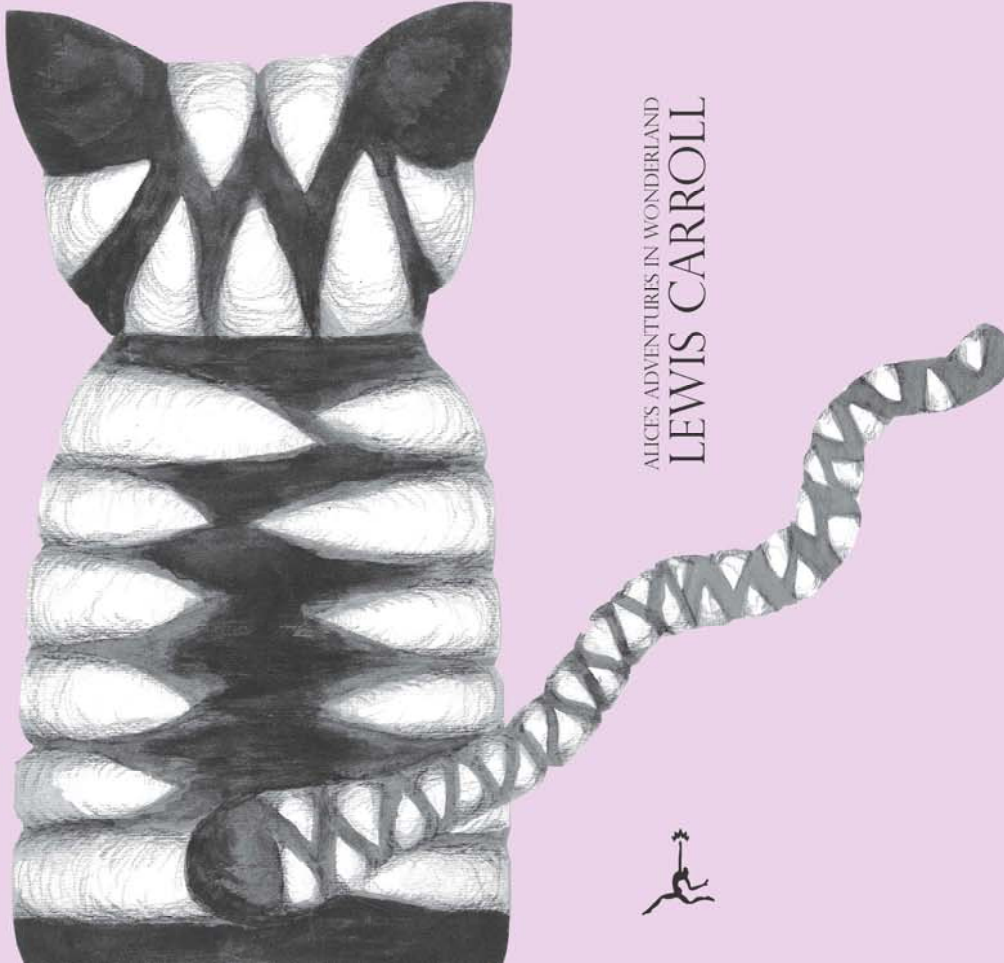
'Why?' said the Caterpillar.



Figure 1: Alice in Wonderland 1.

### Behind the Story

Carroll suffered from a bad stammer, but he found himself vocally fluent when speaking with children. The relationships he had with young people in his adult years are of great interest, as they undoubtedly inspired his best-known writings and have been a point of disturbed speculation over the years. Carroll loved to entertain children, and it was Alice, the daughter of Henry George Liddell, who can be credited with his pinnacle inspiration. Alice Liddell remembers spending many hours with Carroll, sitting on his couch while he told fantastic tales of dream worlds. During an afternoon picnic with Alice and her two sisters, Carroll told the first iteration of what would later become Alice's Adventures in Wonderland.



ALICE'S ADVENTURES IN WONDERLAND  
LEWIS CARROLL



# ALICE'S ADVENTURES IN WONDERLAND

'Well! I've often seen a cat without a grin,' thought Alice; 'but a grin without a cat! It's the most curious thing I ever saw in my life!'

-Alice

LEWIS  
CARROLL

Figure 2: Alice in Wonderland 2.

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**February  
17th - 18th**  
10:30am - 3:30pm  
LSC Grand Ballroom

Don't forget to  
dress for success  
and bring your resume!

Check out the  
CSU Career Fairs App!

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For more info:  
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Figure 3: Career Fair Handbills.

# Dress for Success

## suit

- Choose a two piece matching suit, usually in dark colors
- Bottoms can be a skirt or pants
- A conservative dress of modest length is also acceptable



## tops



- Pick a shirt with a conservative color or pattern, button ups are common
- Usually worn under a suit jacket
- Choose a shirt with a modest neckline and avoid see-through fabrics

## bottoms

- Choose slacks or a skirt rather than jeans or leggings
- Avoid the low-rise style bottoms
- For a skirt, make sure it ends just above the knee



## feet



- Socks: Dark to match shoe color
- Nylons: Should blend in with the outfit and be snag-free
- Shoes: Dark, formal shoes with closed toes (heel height should be conservative)

## extras

- Make sure accessories match outfit in style and color
- Keep quantity to a minimum to avoid distracting the interviewer
- Ties should complement the suit and shirt colors



For more professional dress ideas take a look at the CSU Career Center Pinterest profile

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Figure 4: Dress for Success.



Figure 5: Family Tree 1.





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like branches  
on a tree,  
will grow in different  
directions  
but our roots  
remain the same.  
-Unknown

**Figure 6: Family Tree 2.**



## HOW TO PREPARE FOR THE

# CAREER FAIR

### CHECKLIST

1

- Learn who is attending and research the companies using their websites
- Attend Career Center Workshops
- Have your resume reviewed at the Career Center
- Dress professionally (see below)
- Visit CareerRAM and upload your resume
- Practice your 30-Second Elevator Speech
- Sign up for a mock interview
- Download the CSU Career Fair App for your smartphone

### 30-SECOND ELEVATOR SPEECH

2



Who are you?  
(Your Name and Major)

What are your main interests, skills and strengths?



How can you benefit the employer/organization?

### INTERVIEW SKILLS

3

Ask the employers questions and prepare answers to potential questions such as:

What are some of your strengths and weakness?

Dress professionally:

This means suits, jackets, dress shirts and dress shoes.

Jeans are not acceptable.

**Situation** The S.T.A.R. Method provides guidelines for examples you may give in your interviews.  
**Task**  
**Action**  
**Result**

For more details:  
[www.career.colostate.edu](http://www.career.colostate.edu)



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Figure 7: How to Prepare for the Career Fair.

THE CAREER  
CENTER

JUST IN TIME

# job & internship FAIR

WEDNESDAY  
**APRIL 1**  
4:30 - 7 pm

LSC GRAND  
BALLROOM

Dress for Success &  
Bring Your Resume!

Check out the  
CSU Career Fairs App!

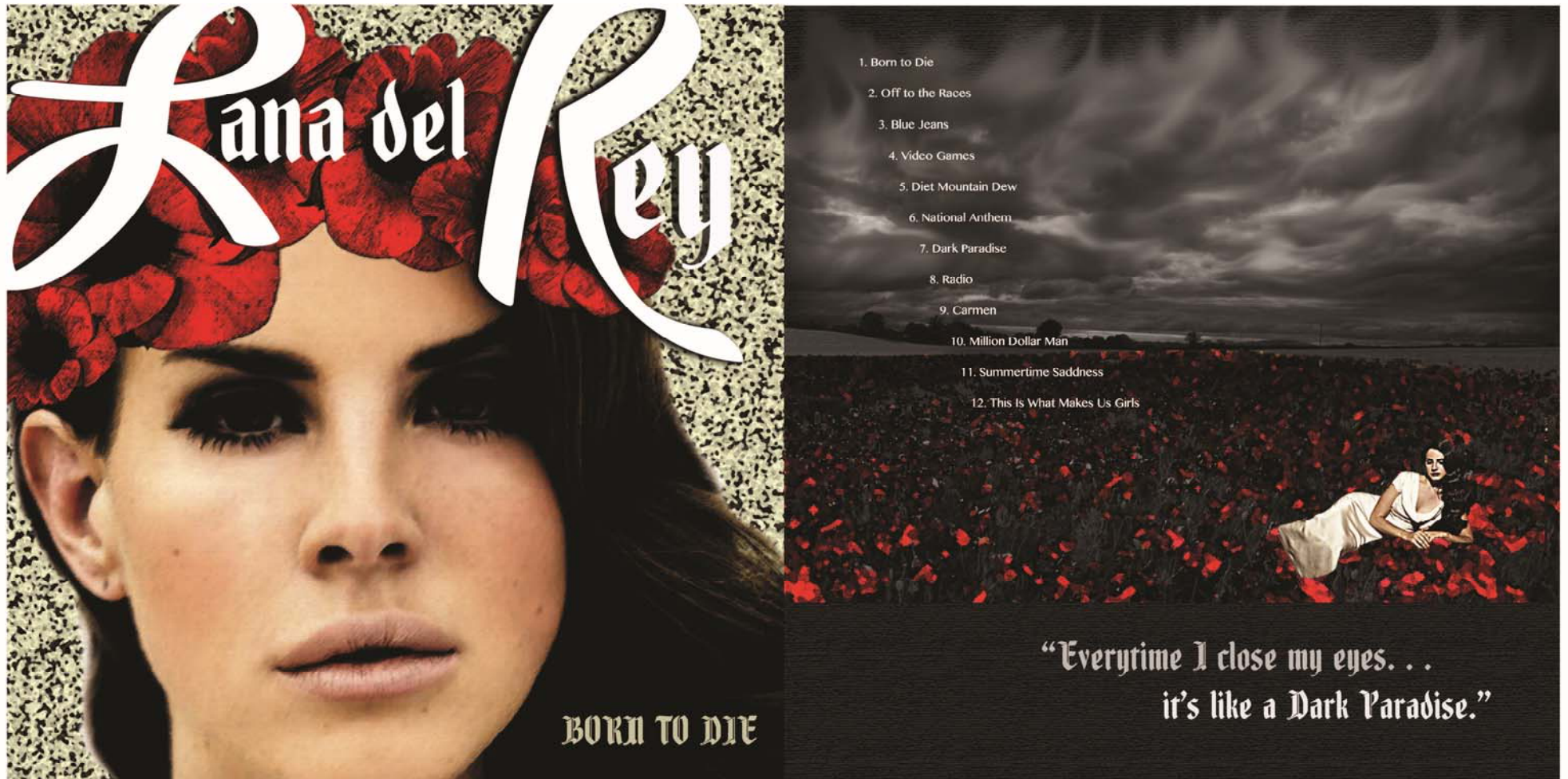


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Figure 8: Just in Time.



1. Born to Die
2. Off to the Races
3. Blue Jeans
4. Video Games
5. Diet Mountain Dew
6. National Anthem
7. Dark Paradise
8. Radio
9. Carmen
10. Million Dollar Man
11. Summertime Sadness
12. This Is What Makes Us Girls

“Everytime I close my eyes. . .  
it’s like a Dark Paradise.”

Figure 9: Lana Del Rey Vinyl.

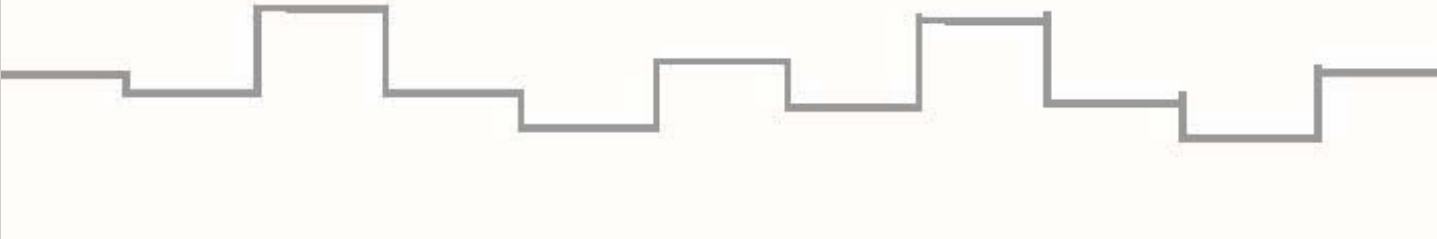


Figure 10: Midtown Business Card 1.

V i s i t   w w w . f c g o v . o r g  
f o r   m o r e   i n f o r m a t i o n

Megan Bolin, Redevelopment Specialist

[mbolin@fcgov.com](mailto:mbolin@fcgov.com)

970-221-6342

I n   t h e   m i d s t   o f   e v e r y t h i n g .

**Figure 11: Midtown Business Card 2.**



Fort Collins Planning, Development and Transportation  
281 N. College Ave.  
Fort Collins, CO 80524

**Figure 12: Midtown Envelope.**

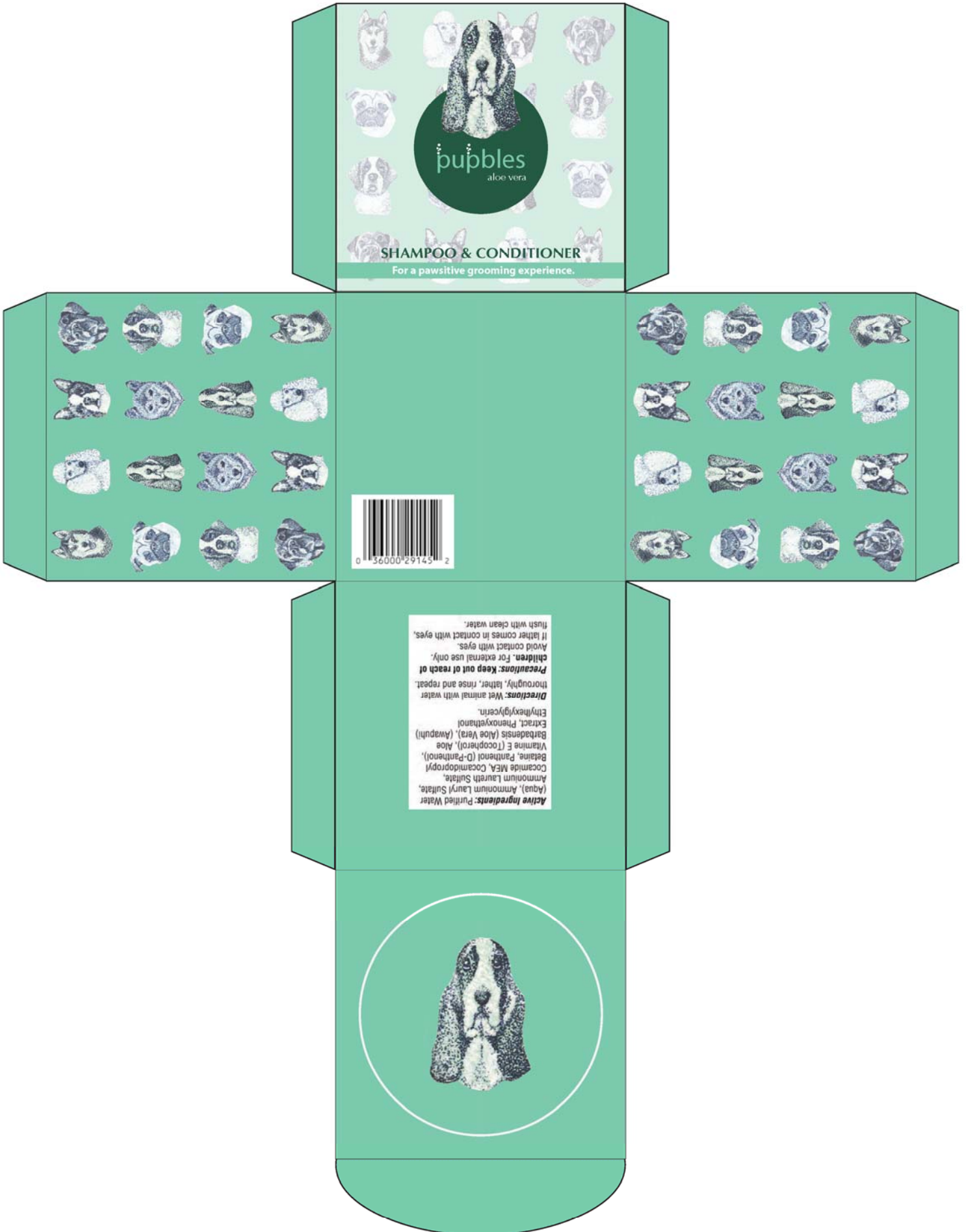


Megan Bolin, Redevelopment Specialist  
mbolin@fcgov.com  
970-221-6342

In the midst of everything.

Figure 13: Midtown Stationary.





**Active Ingredients:** Purified Water (Aqua), Ammonium Laryl Sulfate, Ammonium Laurth Sulfate, Cocamide MEA, Cocamidopropyl Betaine, Panthenol (D-Panthenol), Vitamin E (Tocopherol), Aloe Barbadensis (Aloe Vera), (Awapuhi) Extract, Phenoxethanol, Ethyhexyglycerin.

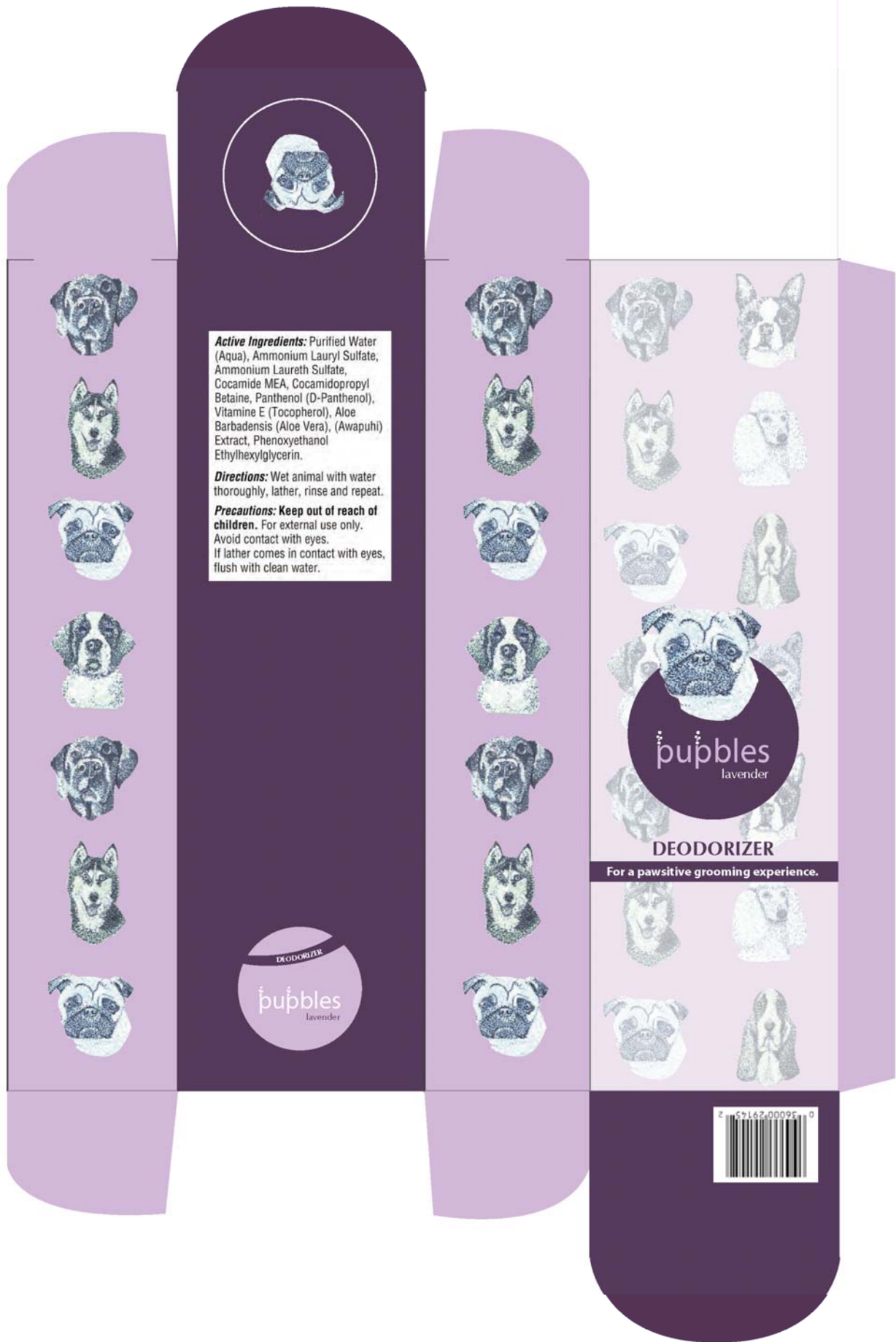
**Directions:** Wet animal with water thoroughly; lather, rinse and repeat.

**Precautions: Keep out of reach of children.** For external use only. Avoid contact with eyes. If lather comes in contact with eyes, flush with clean water.

Figure 14: Pubbles Green Template 1.



Figure 15: Pupbles Green Template 2.



**Active Ingredients:** Purified Water (Aqua), Ammonium Lauryl Sulfate, Ammonium Laureth Sulfate, Cocamide MEA, Cocamidopropyl Betaine, Panthenol (D-Panthenol), Vitamine E (Tocopherol), Aloe Barbadensis (Aloe Vera), (Awapuhi) Extract, Phenoxyethanol Ethylhexylglycerin.

**Directions:** Wet animal with water thoroughly, lather, rinse and repeat.

**Precautions:** **Keep out of reach of children.** For external use only. Avoid contact with eyes. If lather comes in contact with eyes, flush with clean water.



  
**DEODORIZER**
  
 For a pawsitive grooming experience.



Figure 16: Purple Cleaner Spray 1.



Figure 17: Purple Cleaner Spray 2.



# RESUME RUSH

Bring a copy of your resume to be critiqued by career experts!

**September 17 & 18**

LSC Virginia Dale  
from 10am - 3pm

**September 19 & 22**

LSC Rooms 372 - 374 (220 - 222)  
from 10am - 3pm

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*Dive into your potential!*



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Figure 18: Resume Rush.

# SENIOR YEAR CAREER MEETING

## SCHEDULE

### January

- 28<sup>th</sup> Wednesday: 12-12:30pm
- 29<sup>th</sup> Thursday: 3:30-4pm

### February

- 3<sup>rd</sup> Tuesday: 12:30-1pm OR  
○ 3:30-4pm
- 4<sup>th</sup> Wednesday: 4-4:30pm
- 5<sup>th</sup> Thursday: 12:30-1pm
- 9<sup>th</sup> Monday: 12-12:30pm
- 10<sup>th</sup> Tuesday: 3:30-4pm
- 25<sup>th</sup> Wednesday: 4-4:30pm
- 26<sup>th</sup> Thursday: 12:30-1pm

*All meetings will be held at the Career Center in the LSC*

STUDENT NAME: \_\_\_\_\_  
STUDENT ID NUMBER: \_\_\_\_\_  
REFERRED BY: \_\_\_\_\_



**Confirm your meeting:**

<http://col.st/HeEPA>

Questions:

970 - 491 - 5707

[www.career.colostate.edu](http://www.career.colostate.edu)

Figure 19: Senior Year Career Meeting 1.

# SENIOR YEAR CAREER MEETING

## CHECKLIST

Start or update your resume.

Begin your job search early.

Network with alumni, friends, family  
and employers.

Update or set up your CareerRAM\*  
job search options.

Explore “Job and Internship Interviews”  
in CareerRAM\*.

Update or create your LinkedIn profile.

Discuss other job search strategies.

Refresh your interviewing skills and  
schedule a mock interview.

Attend Career Center events including  
Career Fairs.

Finalize your letters of recommendation.

*\*[www.career.colostate.edu](http://www.career.colostate.edu)*

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**Figure 20: Senior Year Career Meeting 2.**

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**Meet Randy!**  
Health & Exercise  
Science Major

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Figure 21: Spring Career Fair Randy.





Figure 22: Toothpaste Template 1.

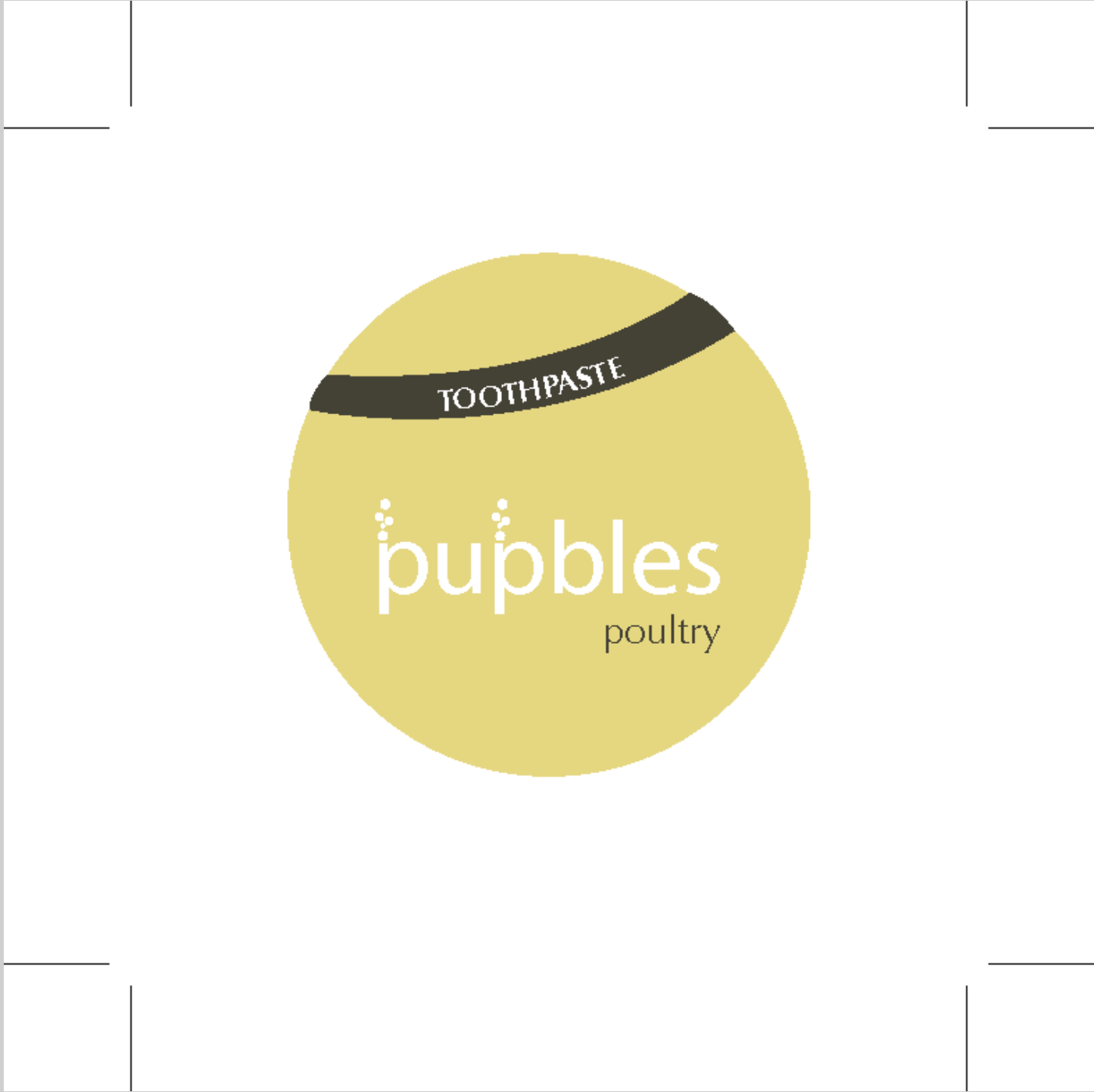


Figure 23: Toothpaste Template 2.