

COLLEGE AVENUE

Colorado State University | Volume 11 Issue 5 | February 2016



Local Athletix

Fort Collins
company gains
momentum in
California
pg. 13

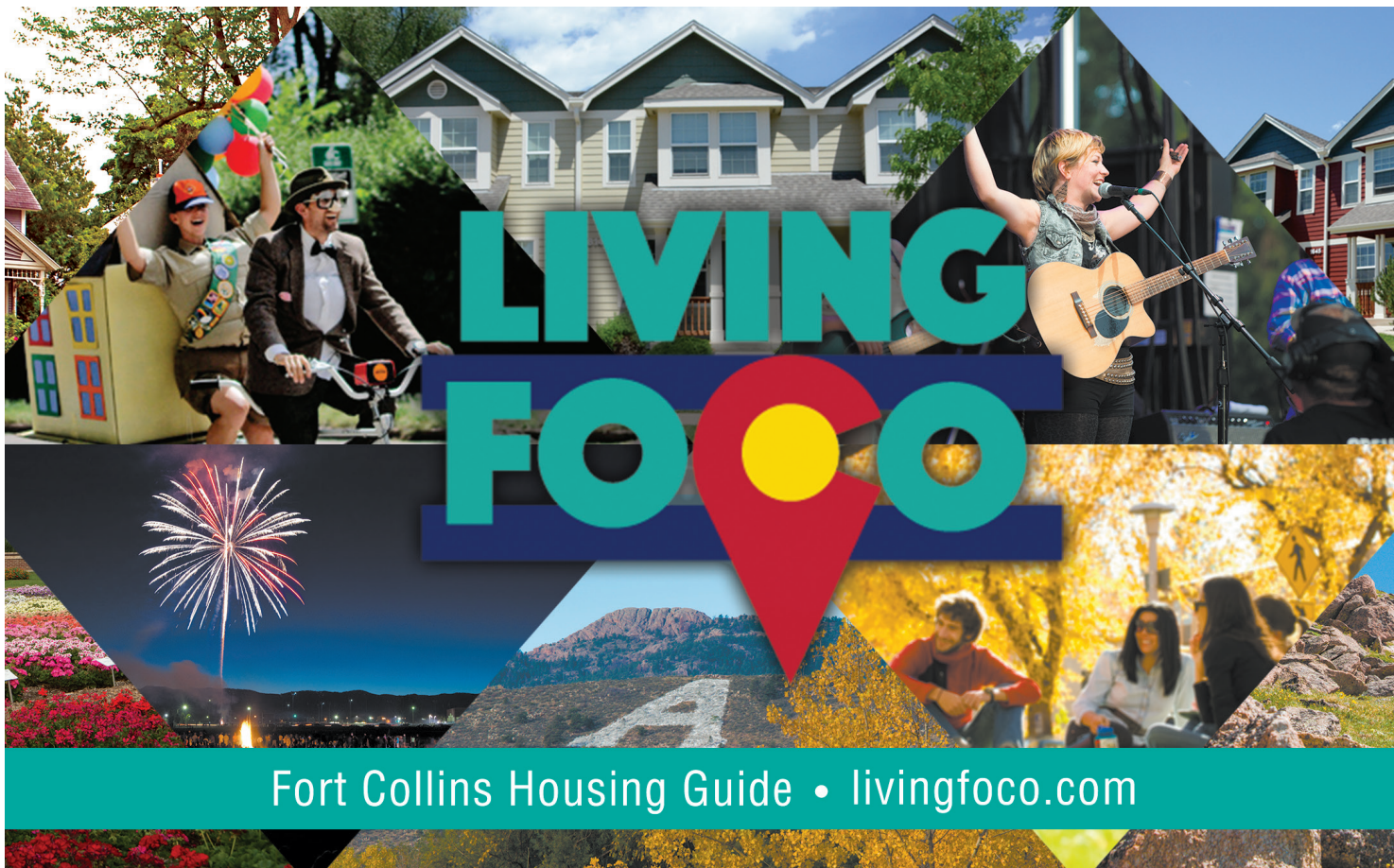
WHAT YOU NEED TO KNOW ABOUT RECREATIONAL MARIJUANA

Since Recreational Marijuana is a reality in Larimer County, Choice Organics would like to highlight a few of the laws and rules for marijuana consumption.

- It is illegal to possess any amount of marijuana if you are under the age of 21. It is illegal to provide to or consume marijuana with a minor under the age of 21.
- Adults 21 and older are allowed to possess one ounce of marijuana at any given time.
- It is illegal to consume marijuana in any public place.
- It is illegal to drive under the influence of any drug, including marijuana. Driving under the influence of marijuana (or any drug) will result in stiff legal penalties.
- Adults may give away up to one ounce to another adult of 21 and over, but it is illegal to sell marijuana outside a licensed retail marijuana business.
- Marijuana that is bought legally in Colorado, stays in Colorado. It is illegal to travel outside the state with any marijuana, including infused edibles and topicals.



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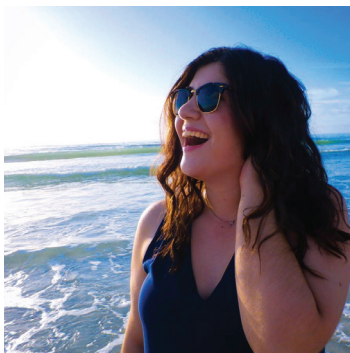
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For as long as I could remember, I have always had a passion for magazines. Growing up, I was a magazine junkie, getting my hands on anything ranging from teen tabloids to women's fashion.



I had always been fascinated with the idea of designing magazine spreads. This love grew after watching this reality TV show, "Stylista," where the prize was an editorial position for Elle magazine.

Although it ran for one season, but had an impact on me nonetheless.

That dream was put on the backburner throughout most of high school in search of a more "practical" career. Towards the end of my junior year, I expressed to my dad how my dream career it would be to create magazine spreads. He suggested I look into a career in journalism.

If it not for that moment, I wouldn't be here today doing something that I absolutely love. I am proud to say that I love my job working for College Avenue. I love being involved in making a product that serves the CSU and Fort Collins

community. And most of all, I love feeling like I can make a difference.

College Avenue has been my baby since the beginning of the school year. I have done everything in my power to make it the best magazine it can be. But it I knew it could be better, given the amount of untapped talent I have on my staff.

Toward the end of last semester, I needed to make a change. The way the magazine was running, from the content to the design to the layout process in general was just not working. I knew no different, since the process has been the same since I first joined two years ago.

So with the approval of RMSMC's new president and journalism advisor, I blew it up.

It was impulsive, but I knew it was what needed to be done. College Avenue just was not cool enough to reflect the CSU student body and Fort Collins. Fort Collins is such a great college town with lots of undiscovered stories.

We are now a fully functioning online and print publication, something completely appropriate for journalism in the 21st century. The possibilities are endless with what we can do and the forms in which we can tell a story.

That's my goal this semester: to produce a magazine that adequately utilizes the skill set and passion of my staff and that properly reflects

the town in which we live. With a new design and a new focus, College Avenue is going to make a name for itself this semester and be a force to be reckoned with.

My passion for magazines has been what makes me want to make College Avenue a magazine that can eventually serve as a role model for other college magazines. It has driven me to be able to make this change, as impossible as it seemed. It took a lot of work but I know that it paid off with this issue. Of all the issues of the magazine I have been a part of, this one is by far my favorite.

Read our cover story featuring Local Athletix on page 13, an athleticwear company run by students at CSU. Take a trip to abandoned ghost towns on page 10. Explore the winter farmers' market Fort Collins hosts during the colder months on page 20. Like sushi? Read how Suehiro recently made the shift to Wabi Sabi on page 5. Last, learn about how Snapchat has become a platform for creative expression and how one artist uses it to give a positive message to her fans on page 9.

Excited? So am I.

Welcome to College Avenue 2.0.

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Suehiro's Shift to Wabi Sabi

By Rachael Worthington

Top-rated Japanese restaurant and sushi bar Suehiro in Old Town recently underwent a makeover. Suehiro is now Wabi Sabi, a modernized Japanese restaurant under the same ownership with a focus on shared plates and a redesigned menu.

Wabi Sabi could be considered one of the higher scale sushi destinations in Fort Collins. It's less suited for a casual lunch than it is for a splurgy night out.

If you're looking for a relatively inexpensive, quick bite, Wabi Sabi is not where you want to be.

On the other hand, if you want more of a dining experience with creative cuisines, then you're in the right place.

As a fan of the original sushi destination, I accidentally stumbled upon the reopened Wabi Sabi.

Hearing that it was still under the same ownership, I was more than willing to give it a try.

Aside from the noticeable improvements, ranging from a full wall mural, elevated plating presentation, and screens displaying the work of the sushi chefs in real time, another factor that captured my attention was the pricing on the newly released menu.

While Suehiro had a slightly more student-friendly menu



with items such a Nigiri combination, which ran around \$30 and could potentially be shared, Wabi Sabi's focus on elegant shared plates seems to have resulted in a jump in price.

A handful of items from the old menu remained, such as the Kobe beef sliders and several of the roll options, but the new menu focused more on high-end entrées, small plates and individual rolls.

They describe the intended new style as a progressive combination of "Tapanese" and Japanese steakhouse.

I found it surprising that when I asked the waitress her preference between two rolls she wrinkled her nose and said

that she preferred the Vegas Lights because the Dynamite was from the old menu.

New is always exciting, but why do away with the classics? We ordered the Tuna Tartar to start, followed by the Vegas Lights roll.

While both were indeed delicious, the portion size for the tapas-style Tuna Tartar did not quite feel worth the \$12 price tag.

It was well-seasoned and accompanied by a few wonton and seaweed chips, but was not large enough to be shared between more than two people.

A complimentary miso soup and cucumber salad with a light acidic dressing accompanied the meal, but that did little to curb my appetite.

The Vegas Lights roll was very unique, delicious and creative. It was filled with smoked salmon, cream cheese, tempura avocado, spicy crab and topped with an apple coulis, soy glaze and spicy tuna.

It was even adorned with sweet potato chips for a showy presentation.

It had a sweet and spicy tang with layers of flavor ranging from smoky to umami.

For two people, these dishes were not enough for a full dinner, so we added the cleverly named Eating Nemo roll to our order.

This was also quite good, but the description failed to mention the abundance of lemon; thin slices of preserved lemon also topped the salmon on the roll that was filled with crab, avocado and cucumber.

It was drizzled with a wasabi aioli, which added to the zesty zing of the lemon flavor.

I enjoyed it, but it was more of a personal preference; I could see it as a less popular choice because it doubled up on bitterness with lemon and wasabi.

Wabi Sabi is a tasty destination, but in terms of Nigiri options, pricing, and portion sizes, I would have to say I preferred the former Suehiro.

For Suehiro fans, there is still a Suehiro destination in Front Range Village on Council Tree Avenue.



“I Love Eggs Benny” Spreads Love All February Long

By Alexa Phillips

The Silver Grill Cafe is known around Fort Collins and the surrounding area for its cinnamon rolls, but a little known fact is that they are also known for their eggs Benedict.

For the last four years, the Silver Grill has run their “I Love Eggs Benny” promotion each February.

The process begins in January where ten dishes are created and customers are asked to vote, both in the restaurant and online.

Out of ten dishes, the top four are made and served each week throughout the month of February.

Chef Heather Beckman and her husband wanted to come up with a monthly promotion for the month of February.

At the time, Beckman was making different variations on eggs Benedict, so they de-

ecided to center their promotion around one of their best-selling breakfast categories.

“On a normal Saturday or Sunday we sell over 200 plates of eggs Benedict,” Beckman said.

Over the years, Beckman has created over 20 eggs Benedict variations.

She draws inspiration from seasonal ingredients, from holidays and from different cuisines.

“To me, an eggs Benedict has four components: a base, a filling, eggs and a sauce; with those, the sky’s the limit,” Beckman said.

One of her most unique offerings is the “Hallowed Benedict,” an eggs Benedict variation with grilled homemade pumpkin sage bread topped with provolone cheese, Italian sausage, two poached eggs, homemade marinara sauce and shredded

Italian cheese; it was made and served as a special in October in honor of Halloween.

“It has to be functional for the kitchen,” Beckman said. “It has to be easy for the kitchen, because sometimes it can get too extravagant and can weigh down the kitchen.”

Other creations include the fan-favorite “Eiffel Benedict,” with fresh-baked puff pastry topped with Brie cheese, shaved ham, two poached eggs and fresh tarragon Hollandaise sauce; the Greek-inspired “Gyro Benedict,” with grilled and seasoned pita topped with homemade gyro meat, spinach, tomato, feta, two poached eggs, black olives and a homemade lemon-mint-garlic Hollandaise; and the “Blue Cheese Sardou Benedict,” with cheesy creamed spinach topped with fried artichoke bottoms, fried pancetta, two poached eggs and

a homemade spicy blue cheese Hollandaise.

“The Sardou and the Gyro are probably my two favorite creations,” Beckman said.

The annual promotion gets a lot of positive response from customers.

Not only are they getting unique variations of eggs Benedict, they are getting them for a good value too, at a price lower than the original dish sells for.

It keeps customers coming back each week to try something new, as a new one is highlighted each week.

“The ones that do win are the ones that do not come around very often, so it gives customers an incentive to come in and try them.”

The promotion runs from Feb. 1 to Feb. 29.



First Place (Feb. 1-7)

Eiffel Benedict

Fresh-baked puff pastry topped with Brie cheese, shaved ham, two poached eggs and fresh tarragon Hollandaise.



Second Place (Feb. 8-14)

Croque Madame Benedict

Grilled baguette sandwich with ham, Gruyère cheese and stone ground mustard, topped with marinated tomatoes, poached eggs and finished with a homemade Gruyère herb béchamel sauce and a splash of Hollandaise.



Third Place (Feb. 15-21)

Blue Cheese Sardou Benedict

Cheesy creamed spinach topped with fried artichoke bottoms, fried pancetta, poached eggs and a homemade spicy blue cheese Hollandaise.



Fourth Place (Feb. 22-29)

Creole Croissant Benedict

Grilled croissant topped with bacon and ham, poached eggs and a spicy Cajun Hollandaise.

Modern Caveman Culture: The Paleo Diet

By Lexi Elio

You've heard all about it, from the Whole Foods girl next door to the CrossFit gym junkie: the Paleo diet.

This recent fad focuses less on caloric counting and more on the types of food consumed.

The Paleo diet seeks to reconstruct the food intake of prehistoric humans. This tenet limits dieters to meat, fish, eggs, nuts, healthy oils, fruits, and vegetables – no processed grains or dairy allowed.

The diet was originally published by a former professor at CSU. Loren Cordain, Ph.D., wrote “The Paleo Diet” in 2002.

Cordain describes most diet books as “dwarf stars – they burn hotly at first, but then fade away.”

However, his book sold steadily. In 2009, it became a New York Times best-seller, and the Paleo diet was the number one searched diet in 2013, 2014, and 2015.

Diets become increasingly popular in January, as many resolve to eat healthier in the new year.

Biomedical sciences freshman Isabel Brown adopted the Paleo diet over winter break, and sometimes struggles to adhere to many restrictions in the dining halls.

“There are a lot of options,” said Brown. “It’s definitely possible to adhere to the diet here, you just have to be willing to do it.”



Photo by Jenna Fischer

However, for many, the diet is simply part of a larger lifestyle.

“My mom has been Paleo for several years, so that’s the food that she cooks at home,” said Kathryn Wible, mechanical engineering sophomore. “I’ll probably eat a lot closer to Paleo [when not in the dining hall].”

“I haven’t lived been in dorms since 1969, but my oldest son told me that it is much easier to follow the Paleo diet today,” Cordain said. “Seek out fresh, living foods and avoid processed [foods].”

Students off-campus find it much easier to adhere to the diet, because they purchase and prepare their own meals.

“I have been on strict diets

before, so it wasn’t too difficult for me to switch to Paleo,” said Rebecca Kallet, nutrition junior. “The big concern I’ve heard is that it’s too high in protein and low in carbs; however, you can alter the diet to include less protein and you still get plenty of carb from fruits and vegetables.”

Mohammed Mohammed, a biomedical engineering freshman, describes the Paleo diet as “just a fad.”

“People just try it out since it’s cool, but find out really quick it doesn’t work for them and go back to their old ways,” Mohammed said.

However, Kallet simply emphasized the importance of

variety and balance.

“It’s just about not restricting yourself too much,” she said. “The more creative you are, the more sustainable the diet is.”

The Paleo diet can be modified for beginners by cutting out some processed foods, and replacing them with lean protein creates a healthier lifestyle and a sample of the full diet.

“Never in my wildest dreams did I expect the concept to generate such a massive, worldwide dietary movement,” Cordain said.

“The 5th Wave” Fails to Make Waves as Film

By Alexa Minter

Warning: Spoilers ahead.

It's another year and we have yet another tale of a teenager trying to survive in a dystopian world. “The 5th Wave,” written by Rick Yancey, is a young adult science fiction novel that is now a feature film.

Cassie Sullivan, a 16-year-old from Ohio, is thrust into the fight of her life after aliens invade Earth.

“The Others,” have come to kill off the population in five waves.

The first wave, “Lights Out,” is an electromagnetic pulse that wipes out all the power.

The second, “Surf’s up,” causes cities to be destroyed by earthquakes and tsunamis.

The third, “Pestilence,” is a virus that causes bleeding from every orifice leading to death.

The fourth, “Silencer,” brings aliens that have taken over human bodies to kill remaining survivors.

Cassie loses her mother to the third wave, and later her father to a brutal murder.

With a shred of hope left, Cassie sets off to find her brother, Sam, before he too is murdered by the Others.

Along her journey, Cassie meets Evan Walker, a young man who has lost his entire family to the waves.

The two of them set off for Wright Patterson, where Cassie’s high school crush, Ben, and brother are alive being trained as soldiers.

“The 5th Wave” is an exciting book filled with gore, terror, sarcastic humor and a love triangle among Cassie, Evan and Ben.

The novel is told from Cassie’s

perspective, as well as first and third-person accounts from Ben and Evan, broken into sections.

The transition into a new section is clearly marked, however, it’s not always obvious who the speaker is.

By not revealing whose point of view you’re reading from, Yancey keeps readers hooked.

“The 5th Wave” has been adapted into a major motion picture, directed by J Blake-son. The film stars Chloe Grace Moretz, Nick Robinson, Alex Roe and Maika Monroe. Moretz, known for “Kick-Ass,” and “30 Rock,” stars as Cassie.

This young cast holds the film together surprisingly well, with Moretz and Monroe picking up the slack.

The screenplay, adapted by Susannah Grant, Akiva Goldman and Alex Pinkner, got most of the book to screen adaptation right. However, it missed the mark on a few crucial elements.

In the movie, Cassie’s mother’s death is fast and painless., but in the book her death is repulsive and heartbreaking. Her father’s murder is also scaled back. The novel explains that he is shot in the head, yet the film doesn’t show his death at all.

Because it is a film aimed at teens, most of the gore and language had to be scaled back to a PG-13 rating.

That is not the only thing that suffered. The character development in the novel is fascinating, but the film does not do it justice.

Characters the reader thought were unimportant become favorites, but in the film, the members of Squad 53 do not have as much substance as



they do in the book. Teacup for instance, is a 7-year-old girl who has a mighty attitude and a “no guts, no glory” outlook. In the film, Teacup is mostly seen as a frightened young girl.

“The 5th Wave” fails to make the book to movie character connection and some are left dull and flat.

“The 5th Wave” doesn’t emphasize the complicated relationship among Cassie, Evan and Ben.

The novel portrays Cassie’s growing feelings for Evan while being held back by her past interest in Ben.

The film leaves this storyline in the dust, with Cassie and Ben seemingly just good friends.

The film did get some things right. Cassie’s transformation from average teen to kick-ass survivalist is front and center. Yancey and the filmmakers also make audiences feel Cassie’s desperation to find her brother and stay alive.

“The 5th Wave” may be another dystopian teen tale, but it packs a real punch even though it misses the mark on some elements.

If you are a fan of “The Hunger Games” or “Divergent,” then “The 5th Wave” is a book you will enjoy. Just make sure you read the novel before seeing the film.

“The 5th Wave” is in theaters now.

Snapchat Artist OperAmericano Shares the Power of Positivity

By Alexa Phillips

While Snapchat is still in its infancy on the social media lifecycle, it has already produced its own crop of stars.

These people make up the rather small, but fast-growing niche of Snapchat artists, who use their finger or stylus as their tool to create masterpieces on the communication platform. The catch? Their masterpieces only last from 10 seconds to 24 hours.

I had the opportunity to sit down with OperAmericano, a relatively new Snapchat artist, with approximately 20,000 followers (this estimate is based on the number of people who view her stories combined with direct replies and messages since the platform has no way for you to see the actual amount of followers you have).

OperAmericano did not always have the intention to be a Snapchat artist; she would just draw something in order to make her friends laugh.

With some of her more elaborate masterpieces, she would post them on Instagram. At the beginning, she did not have many followers, but a fellow Snapchat artist, Evan

Garber, liked one of her photos. She found his profile and found out that he was a Snapchat artist.

“He was the first one I really knew,” she said. “I got to meet him in New York in November, now we’re best friends.”

Other Snapchat influencers like Shonduras and Branden Harvey have helped to shape the positive message she wants to communicate to her fans, as well as the adventurous flair to her stories.

“I make a point to keep every story positive,” she said.

She points out that Harvey does this too, which has inspired her to continue to spread positivity to her followers.

From Shonduras, she is inspired by his sense of adventure, which influences the adventures she puts forth in her stories.

“I knew that I wanted to be an adventurer,” she said. “That it was going to play into whatever I ended up doing.”

OperAmericano also finds inspiration for her snap stories from video games (she’s a gamer), TV shows such as Dr. Who, and from Disney

characters, who make up the majority of her media-related snaps.

“It’s important to bring your interests in your content because it shows,” OperAmericano said.

As for the creation, OperAmericano uses one tool: her finger.

“I feel more in touch with my drawings,” OperAmericano said. “It takes a lot of time, a lot of patience, a lot of pushing the undo button and a lot of layering.”

For OperAmericano, Snapchat has showed her a sense of community and how much of a positive influence she can have on some of her followers and other Snapchat artists.

“The biggest part is the friends I’ve made through it and the positive effect I have had on some of my followers who need something positive in their day,” she said.

At 19, OperAmericano has had some incredible opportunities through Snapchat.

She took over Disney’s Snapchat account for their 60th anniversary last year, was a VIP for the World Surf League’s Hurley Pro, and has gone to Fox

Studios and interviewed Rob Lowe and Fred Savage, stars of “The Grinder.”

“I had a lot of creative freedom [with Disney],” OperAmericano said. “I got to work with the world’s biggest Snapchat artist.”

Today, Snapchat is being utilized as a platform for creative expression rather than just a communication outlet.

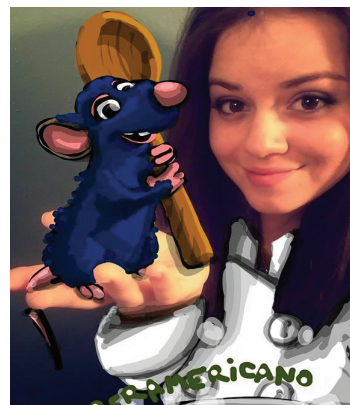
The platform has so many dimensions to it, making it possible to use it for more than just chatting.

“You can do a lot with Snapchat and that’s what I’m most amazed by,” OperAmericano said. “It incorporates digital art and storytelling.”

OperAmericano does not see herself stopping Snapchat anytime soon; she’s just getting started making a name for herself in the Snapchat community.

And they are not the only ones taking notice. The opportunities are only just the beginning for this young creative.

“You can’t stop me from snapping.”



Ghost Towns in Rural Oklahoma

By Dalton McMillan



Despair. Anguish. Desperation. These are feelings that come to mind when you visit ghost towns in places like rural Oklahoma.

A ghost town can be defined as “an abandoned village, town, or city, usually one which contains substantial visible remains.”

In many cases, as I learned, “abandoned” does not mean that there are not people still living in that town or city.

The three towns I explored – Reed, Vinson, and Texola – still had at least a few standing homes with fairly new cars parked in their driveways.

I like to use the word ‘semi-abandoned’ because it is far more accurate.

Right before the new year, I ventured off on a 10-hour drive to visit an old friend in

Oklahoma.

I-25 southbound is littered with abandoned homes and towns, especially once you get into New Mexico.

Seven hours into my journey, the unexpected happened; I got caught in a blizzard. Visibility was less than 50 feet, and the sun had already set.

I managed to find a safe-haven at a gas station and I spent the night there.

Thankfully, my parents had just bought me a thermal sleeping bag, and as weird as it sounds, it really wasn’t that bad. I was quite warm.

Upon waking up, I visited a local hotel to clean myself up. I walked up to the receptionist and asked her if I could pay for a meal, even though I hadn’t spent the night there.

She was unsure, so she

recommended I speak to the chef of the breakfast. Humbly, I approached the woman and explained to her that I just wanted to pay for a meal.

“It’s \$13,” she replied. “Cash only.”

I asked if there was ATM around because I didn’t have any cash at the moment. They didn’t have one.

Confused, she asked me why I didn’t have a meal voucher.

“Because I slept in my car,” I replied.

She replied with a serious and concerned look, “You will eat.”

Southern hospitality at its finest. Hash browns, biscuits and gravy, sausage, eggs, coffee, waffles, pancakes. You name it; they had it. And for me, it didn’t cost a dime.

Eventually, I did make it to Oklahoma. Though I was

delayed several hours due to highway and interstate closures.

The blizzard had caused snow drifts as high as five feet in various parts of the town.

Upon entering Oklahoma, I saw many strange sights caused by the blizzard the night before: a roof of a gas station collapsed, a car nearly covered up completely by snowdrifts, and dozens of telephone poles snapped in half.

Reflecting on my journey, I will say this: there’s a certain beauty behind abandoned places.

To stand in the wreckage and know that this place was once someone’s pride and joy, once beautiful in its own right, makes you ponder the swiftness of which life can change. What is now, will not always be forever.



THE MORE. THE MERRIER.



breakfast lunch, dinner, & late night 320 walnut



Local Athletix: From Colorado to California

By James Cao

How many people dream of creating their own company, yet lack the place to begin?

With no credentials at all in business or design, and armed with only a “f*ck it” mentality, two college students created a brand that has gained a following in Colorado and has since

been expanding around the globe.

Local Athletix is a clothing company that has only been created last March, and by using only a strong social media presence, they have marketed their product better than most competitors without spending a single dime on advertising.

Whereas most other startups had similar incentives in mind, whether it be generating revenue or creating a self-sustaining business to become the next technological behemoth, Local Athletix had one goal: to make friends and meet new people.

“We started it because

Trevor was a Utah State transfer and I transferred from Walla Walla University in Washington,” said Zach Dreier, political science junior and co-founder. “We wanted to integrate ourselves into the Fort Collins community, and without Local we wouldn’t

continued on page 14

Photo courtesy of Andrew Mueller

have met so many people.”

The journey began in CSU’s recreational center. Seeing the same people day in and day out at the Rec, they decided to create the first “Original OG tanks” to bring the community together.

The first 30 shirts they gave away for free, and that was when they went from being just a hobby to a brand.

When they saw the same faces everyday, it became the ideology of a community.

The Local Athletix success can be traced back to early Instagram posts, explosive personalities, and most of all the fit, design, and overall

quality of their t-shirts.

“Obviously, our stuff is in the gym and made for running, but whatever you do to stay active – but our things are pretty simple colors,” Beck said. “So, black on black – that’s the look,” said Trevor Beck, political science junior and CEO.

What is most easily recognizable is their trademark logo: the three x’s.

With an eye-catching and memorable symbol, it stands out from other generic fitness shirts that have come from the athletic industry.

With the 30 shirts they gave out, the only requirement was that those wearing their

shirts would tag them in social media.

That generated a snowball effect, because 30 people meant 30 tags, and that was an average of 200 followers of each person being aware of the brand.

The appearance of the shirt came a sudden increase in demand, and that was when they became a full-fledged company.

“For me personally, I would never post a picture of a company I wouldn’t get support from,” Beck said. “We get tagged two to three times a day now, so it’s people wanting to post as part of community;”

With help from friend and photographer, Andrew Mueller, they attracted people with professional, high quality photos starring their own Local models.

Not even seniors in college, and people are astounded that they had such professional pictures and their own models that modeled their clothing line.

“Andrew Mueller reached out to us, and we were starting as a brand, and he was just a normal dude and a really normal guy,” said Beck. “Unfortunately we don’t work much with him anymore, but we were blessed to meet such a talent.”

They had a hiatus in the summer, when they had been going strong for only two months.

As school ended, Beck traveled to backpack Europe and Dreier was in Fort Collins. Since they had only been hand-to-hand sales at the time, most of their demographic was gone for break and brought them to a plateau.

“I didn’t know what I was doing honestly,” said Dreier, “But as an entrepreneur you’re gonna come across a lot of issues.”

Seeking an alternate route to how they would find potential customers, they came up with the concept of a street team: people that promoted their product.

They expanded to Denver, Salt Lake City, Utah, and Lincoln, Nebraska.

When Beck came back, they hit the ground running, working on new products to unveil to the general public.

Their fall line was specifically tailored for CSU students and a instant hit; their “Defend The Fort” shirts could be seen at a multitude of football



games.

“We could have easily given up, no one would have said something negative,” said Beck. “We need to push past what we’re used to and start becoming comfortable in uncomfortable circumstances.”

Their winter line was also a success. They kept on riding the wave of support they were on and decided to delve back into their fitness roots.

Dreier was always interested in bodybuilding and has a passion for it, so they decided to get more closely involved with the whole fitness community besides the one they had brought together at CSU.

Their own success in the bodybuilding world started when they helped sponsor the Rocky Mountain Body Building Competition and set up a booth there.

“We had a lot of new products and wanted to see how we stacked up to new brands in the region, so we decided to do the Rocky [Mountain Body Building Competition], which was one of the biggest bodybuilding competitions in the state,” said Dreier.

They decided they were going to sell it their own unique way, and it set them up to sell more products.

“We walked in there not knowing what to do, and we were gonna do things our way,” said Beck. “We were doing things our way so far and we were accepted for it.”

After attracting large crowds and selling out of inventory, they set their eyes on their next big show. And they had all winter break to prepare.

“It was more of the stressful times in my life,” said Zach. “I had never sewed, and I had to sew, and it was the time Trevor and I were just grinding.”

The first week back of

spring semester, a majority of students prepared themselves for the school year by buying books, going to class and planning out their tentative schedule.

Beck and Dreier rented a U-Haul and drove out to Los Angeles.

Along with friends and models, the students drove to Los Angeles to showcase their products and themselves at the LA Fit Expo, a convention for the biggest celebrities and companies in fitness.

“We had to do a lot of marketing tactics to steal people away from Live Fit’s booth, or Aesthetic Revolutions’ booth,” Beck said. “People were there to buy things from companies they already knew.”

Spending only hundreds of dollars on their booth while major companies spent \$50,000, Local Athletix had to separate themselves from the other athletic brands there.

Josh Beacham and McKenzie Evers, two of Local’s models, gave away bands and generally showed off the lifestyle that Local promotes.

People would see them and admire how ridiculously fit they were — it was the LA Fit Expo, after all.

Videographers would conduct interviews on the Fort Collins brand, and people would come around, drawn to the buzz surrounding the booth.

“We had a ton of success — more success than I thought,” Beck said.

There was no understatement in that. Companies like Live Fit are millionaire-dollar companies and the LA Fit-Expo had media sponsorship from the likes of Men’s Health and Women’s Health.

According to Beck, this event connected the brand with



their customers.

“More than anything, we had a ton of people reach out to us,” Beck said. “They wanted to get involved.”

In addition to the amount of connections they made, one of the best parts of the trip for them was going to the fitness Mecca: Gold’s Gym.

They were with Live Fit, their competition, where they felt like their team and models could stand alongside the more experienced brand.

“It was cool to say that people recognized passionate people,” Beck said. “The most important is these other companies know exactly who we are — that these dudes are young, and they’re hungry, and they’re motivated.”

Their youth is by far the most amazing part. As full-time students at CSU, creating a successful company and not even by students who had graduated, what they have achieved so far is astounding.

They are both taking 18 credits, running a business and skipping class to drive to LA to pursue their dream.

“People were amazed by that. We always made it a big point of emphasis to show

them that,” Beck said. “We wanted people to know how invested we were in this company and how committed we were to being great.”

To the people that approached them, they were left in utter surprise when they found out that the two founders of Local were college students, especially college students from out of state.

Most thought they flew, but were impressed that they had the dedication to drive 17 hours in a U-Haul to gain exposure.

Beck attributes his ambition and discipline to providing motivation for everyone else.

“It gave them the mentality that there was no excuse to why I can’t be doing something like this. I want Local to be as big as Nike in five years,” Beck said. “And if, you know, we’re not the size of Nike in five years, we’re still going to be making giant steps.”

With participation in the 2016 LA Fit Expo, Jan. 22-24, Local made huge milestones as an apparel and athletic company, creating an impact in California with a cool Colorado look.

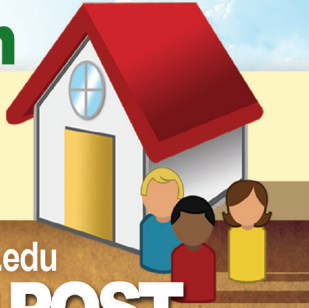
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Changing the Ways of Consignment

By Sarah Hansen

When people think of consignment shops, they think of rows and rows of unorganized disaster.

They think of low quality, overused clothing that is not up to date with today's trends.

However, a local boutique is breaking stereotypes, and it has done an impeccable job doing so.

Change of a DRESS got its start from an idea between two co-workers.

Owners of the boutique, Meghan Morehardt and Danae Carroll, became great friends when working retail together.

The idea for their shop came from this friendship. They both enjoyed high-fashion clothing items but also enjoyed paying for these items for less, and they knew other

women liked to do the same.

"A lot of peoples' biggest complaint about consignment shops is having to sift through racks of clothes, trying to find one nice item," said Morehardt. "We wanted to do something different here."

Since taking this idea and running with it in 2013, the boutique has found great success.

Here is how the boutique's consignment process works: A person can bring in their high-end, lightly worn and in-season clothing anytime; no appointment is necessary.

The boutique will then decide to buy the item from you or not, paying you in cash or store credit.

The boutique then turns around and sells the item for a discounted price, which makes

high fashion affordable for everyone.

Some items are even donated to the Junior League's Career Closet in Old Town.

According to Carroll, the clothes found in the boutique are unlike anything seen in a usual consignment shop.

"We get amazing unique stuff," said Carroll. "A lot of women come up from Denver to sell us their clothing. Most of the items are hundreds of dollars, and the price tag is still on them."

Carroll and Morehardt focus on collecting high-end brands, because they are made from materials that last.

The boutique stays away from lower-end brands like Forever 21 or Target because the material is not as durable.

The boutique's inven-

tory ranges from Lululemon athletic gear, to Michael Kors purses and even Free People apparel.

"Workout gear goes like crazy," said Morehardt. "Even the vintage purses and boots are gone fast."

Since the boutique has a wide variety of products, finding the perfect sophisticated piece is a breeze.

The bank account will also be satisfied from the incredibly savings.

"You do not have to spend all that money to get the good stuff," said Morehardt. "You will look just as fabulous for half the price."

A Change of a DRESS is located at 4032 S College Ave.



Left: Co-owners Meghan Morehardt and Danae Carroll.

The Downtown Artery: Art for Everyone

By Sarah Hansen

The Downtown Artery is a hidden gem of Fort Collins. This local business takes pride in being a melting pot of many different cultures and forms of art, but it comes from much simpler beginnings.

“The idea for it came from a family dinner,” said owner Amy Bradley. “My dad pitched the idea for a gallery, and we started making plans for the business from there.”

The idea was to foster a place for in-house artists to create and share their work.

This would create a community among the artists, which Bradley knows to be very important.

“There aren’t many places here for artists to create in a space and be a part of a bigger picture,” said Bradley. “It’s important to have this group of peers that are like-minded.”

The art created by this community is found displayed along the gallery walls of the upper level.

An exhibition room is also located amongst the galleries. The Downtown Artery hosts different mediums of art, which range from light shows to classical paintings, all created by local artists.

Two rotating exhibits can be viewed monthly, with opening receptions every first Friday and third Thursday.

The galleries are not the only aspect of the business. The expansion began when the lower level of the building opened for rent.

Bradley and her father knew there would not be another chance to expand, so they jumped on the opportunity.

The additions include a theatre for hosting bands, poetry readings, dance parties and

various other events.

When it comes to picking artists to perform at the venue, the main criterion is passion.

“What we’re looking for is quality work,” said Bradley. “If they have quality work and a good work ethic then we want to support them.”

Alongside this exceptional event space, are two living spaces for the venues performers and travelers.

The rooms are conveniently located on Airbnb and set at a fantastic price.

A welcoming café serving classic coffee beverages and yummy eats, as well as delicious alcoholic beverages, can be found in the main entrance of the building.

Visitors can also find a quaint boutique full of local clothing, jewelry and accessories. It is nearly impossible to not find one aspect of the Downtown

Artery that suits you.

With the business’s multiple aspects, trying to give an interpretation of everything being done at the Downtown Artery can be difficult.

However, Bradley says she finds inspiration in knowing what the business does for her community.

“The most enjoyable part is feeling like we are doing something that is benefitting more than just one person,” said Bradley. “For me, the most important thing is allowing, inviting and inspiring people to cultivate their creative talents. That is really rewarding. That makes me happy.”

For more information about the Downtown Artery’s events and membership, visit their website.



Wolverine Farms Publishing Expands Community Outreach

By Krystal Tubbs

Wolverine Farm Publishing has become a Fort Collins community staple since it was founded in 2003 by Todd Simmons.

Wolverine Farm Publishing started as a way for Simmons to print his and his friends' works and put them out into the world.

Their first publication was *Matterzine*, "a chaotic newspaper tabloid featuring poetry, fiction, visual art, and activism."

Eventually, it transitioned to *Matter Journal*, a local literary journal that carried on the tradition.

Even if Fort Collins locals were not aware of this local publisher, chances are they know about the bookstore in the back of the Bean Cycle in Old Town.

Matter Books is Wolverine Farm's volunteer-run bookstore. The space seemed to be missing something, so they looked to building their own space to hold community events, and become an even more integral part of Fort Collins.

Their new community space, *Letterpress and Publick House*, had been a dream of Simmons' since 2007.

"We had this idea back in 2007-2008 to have a letterpress print shop, and at the time it was more of an art ecology center outside of town," said Simmons. "Someplace where we would have more hands-on workshops, be able to take a lot of the stuff that we write



about in tangible form."

Simmons' idea was put on hold due to a lack of funding for the project, but he never let the idea die completely.

In the fall of 2012, Simmons started looking around for a place to expand to after complications arose trying to remodel the space at the Bean Cycle.

"Late one night, I found this building for sale, and through anonymous lenders, we are able to buy the building and start development," Simmons said.

"We've kind of grown up with Fort Collins over the last 12 to 13 years...like a symbiotic relationship."

In the next three years, Simmons and a crew of volunteers worked to remodel the space into a coffee shop, letterpress, and community space.

The building, located on Willow

Street just off of Linden Street, is also the site of the original fort that Fort Collins is named after.

When asked how Wolverine Farm Publishing has affected Fort Collins, Simmons believes that the company has had a positive influence on the community.

"We've kind of grown up with Fort Collins over the last 12 to 13 years, and it's like a symbiotic relationship," Simmons said. "I do know that time and again people appreciate our sincerity and our modesty and our generosity and those are qualities we want Fort Collins to be known for."

Winter Farmers' Market is

By Krystal Tubbs



1. Hazel Dell Mushrooms has been delivering mushrooms to the Fort Collins and surrounding community for decades. Ara is a five-year veteran of the farmers' market scene, and has been working for Hazel Dell Mushrooms since high school. Don't let her youth fool you; she knows her mushrooms. Ara gives detailed descriptions to her customers of each mushroom on her table, as well as the best way to prepare them.

2. Turtle Mountain Tea, LLC., founded and owned by Natalie diSanto, is your one stop shop for anything fermented. "My kombucha is brewed with yerba mate tea," diSanto said. "So, that makes it super unique. As far as I know, no one else is doing that right now." In addition to the tea she also sells kimchi and sauerkraut.



Fort Collins' Best-Kept Secret



3. Westbridge Farms isn't your run-of-the-mill vegetable grower. Ryan Wiens, a Colorado State University graduate, has created a completely indoor farm. He dreamed of growing produce locally in a more sustainable way.

“(That dream) led to us getting into a warehouse base and growing under fluorescent and LED lights so that we could avoid any pests or fungus coming into the farm,” Wiens said. “So, we don't ever need to use any pesticides.” In addition to micro-greens, Westbridge Farms sells baby greens, basil packages and houseplant starts.

4. Just a small portion of the market in the Opera Galleria. Fort Collins has a hidden gem during the slow winter months: the Fort Collins Winter Farmers' Market, held in the Opera Galleria in Old Town on select Saturdays.

5. Ingrained Bakery has been rising through the ranks since 2011. The bakery specializes in artisan sourdough breads made from non-commercial yeast. When asked what the most popular bread is she said, “The classic white sourdough or country, lots of people like that one,” said Julia Wockner, a general bakery assistant with Ingrained. “My favorite is the apricot walnut.”

Fort Collins Mural Project

By Sydney Izienicki

The Fort Collins Mural Project sheds light on the art culture of Fort Collins through the creation of public murals.

According to their website, “displaying art in the open beautifies a city and a community, enriches the culture, and makes art available to people from all walks of life. It makes

art approachable, tangible, and promotes creativity and imagination.”

Local artists, and the work they do is important to many. Therefore, the city is trying to create a powerful and inspirational community of art, both for the city and the people of Fort Collins.

And it’s working.

These murals show a strong and passionate love for our city’s beauty.

Each of the murals is overseen by local, established artists and the Mural Program Committee. The artists are selected through a review of their submission.

The program is funded through donations, fundrais-

ing, and grants.

The murals reflect the artists’ interpretation of the Fort Collins culture and the natural beauty of the surrounding area

Unique murals can be found all over the city: 363 Jefferson Street (alley behind Downtown Artery), Mountain Avenue & College Avenue, and next to Equinox Brewing.







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