

Spring 2003

**Design &  
Merchandising**

150 Aylesworth Hall  
Colorado State University  
Fort Collins, CO 80523-1575  
(970) 491-1629

**College of Applied  
Human Sciences**

**Colorado  
State  
University**

*Knowledge to Go Places*

## Betts' Visiting Scholar – Robert Hillestad, Ph.D.

Robert Hillestad, design educator, studio artist, and Professor Emeritus in the Department of Textiles, Clothing, and Design at the University of Nebraska, will be the Design & Merchandising artist in residence from April 7-25, 2003. During Dr. Hillestad's stay he will conduct several workshops, lecture on a number of topics including computer-aided technology and multicultural research used to create repeat fabric designs, trends in domestic and foreign fashion industries, and design and methods of research applicable to design and merchandising. An exhibit opening on April 25 will feature the fiber art of Dr. Hillestad as well as installation pieces created with student involvement.



Robert Hillestad. Photo by John Nollendorf.



Celebration Coat 54 made of rayon, cotton, and raffia. 70 x 52 x 4 inches, 1991. Photo by John Nollendorf.

Dr. Hillestad earned degrees in art and design at the University of Wisconsin-Madison and Drexel University in Philadelphia as well as a doctorate in clothing and textiles at The Ohio State University. He did post-graduate work at the Art Institute of Chicago and graduated from Ecole de la Chambre Syndicale de la Couture in Paris.

Dr. Hillestad has participated in more than 100 juried and invitational shows in the United States and abroad and has been the recipient of numerous awards. His art work is included in many corporate, private, and museum collections including the Sheldon Memorial Gallery, Lincoln, Nebraska, the Museum of Nebraska Art, Kearney, Nebraska, and the Kwangju City Folk Museum in Korea. Images of his work have appeared in more than fifty publications in printed and electronic media including: *The Surface Design Journal*, *American Craft*, *Ornament*, *Fiber Arts Design Book Two*, *Fiber Arts Design Book Three*, several textbooks, and three videos including *The Picture Show* narrated by Vincent Price.

For a full schedule of Dr. Hillestad's visit check the Design & Merchandising Web site at [www.caahs.colostate.edu/dm](http://www.caahs.colostate.edu/dm)

### Update from Linda Carlson, Department Head



Linda Carlson

Let me introduce myself to you as I'm sure many of you are surprised to see a new name as department head. I have been with Design & Merchandising for the past 14 years as curator of the Historic Costume and Textiles Collection. This past spring Dean Nancy Hartley asked me to step into the role of department

head when Dr. Kevin Oltjenbruns was selected as interim Vice Provost for Undergraduate Studies. Kevin had successfully guided Design & Merchandising for the last 20 months and her presence is missed, but we extend our congratulations to her and wish her well.

This newsletter is always a wonderful opportunity to let you know what has been happening in the past year. We are proud of our accomplishments, which include a successful Interior Design six-year reaccreditation visit from FIDER; the receipt of 3-D Visual Merchant software from Lectra Systems; preparations for the implementation of a portfolio review for Apparel Design and Production; and the design and installation of a new computer lab adjacent to the Interior Design senior studio.

We also want to acknowledge the support you have offered the Department this past year. Your support has provided funding for scholarships in the Department; has helped us place our students in internship positions; and has provided us with feedback to make our programs better. Thank you. Your support remains important to us. Please consider donating to the various programmatic accounts in Design & Merchandising. You'll find a list of them on page 5 of this newsletter.

We do enjoy hearing from you so please keep in touch – check out the Department's Web site, attend one of the calendar activities coming up in the next six months, or send us an e-mail.

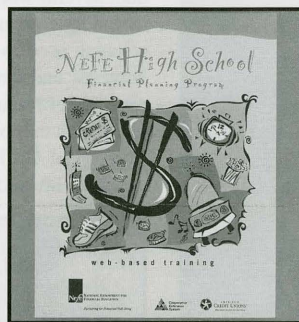
### Cooperative Extension Efforts

**Judy McKenna and Jacque Miller**, department specialists with Colorado State Cooperative Extension, offer the following educational programs designed for Coloradans to help put "knowledge to work."

**Expanding Opportunities for Colorado.** A multidisciplinary team has assembled fact sheets, internet resources, and workforce trend information to assist Colorado citizens in job transitions in times of economic trouble. These resources can be found at the new Web site:

[http://www.welcome.colostate.edu/index.asp?url=extension\\_workforce](http://www.welcome.colostate.edu/index.asp?url=extension_workforce).

**High School Financial Planning Program.** Working in partnership with the National Endowment for Financial Education, a no-cost, Web-based training program is available for educators



who want to help teens learn to manage their money. The Web site can be accessed 24 hours a day at [www.nefe.org/webtraining/index.html](http://www.nefe.org/webtraining/index.html).

If you would like a brochure, e-mail Ellen Audley at [audley@cahs.colostate.edu](mailto:audley@cahs.colostate.edu) or write to Ellen at Department of Design and Merchandising, Colorado State University, Fort Collins, CO 80523, (970) 491-7610.

**Financial Security in Later Life.** Working with Cooperative Extension educators across the United States, the Colorado planning team is gearing up to offer materials and programs that will equip Coloradans with the skills and confidence to practice effective and successful financial management strategies that insure financial security in later life. For more information about efforts in your county, send an e-mail or call Jacque Miller at [jmiller@coop.ext.colostate.edu](mailto:jmiller@coop.ext.colostate.edu), (970) 491-2515.

**Web-based resources.** Two educational data bases are available to answer questions about personal finance: "It's Your Money" columns are organized by topic and can be found at: <http://www.ext.colostate.edu/pubs/columnym/ymmenu.html>. Numerous Web-based financial sites are also organized by topic: <http://www.ext.colostate.edu/pubs/finance/>.



### Mr. Blackwell in Los Angeles



Mr. Blackwell

Internationally acclaimed fashion designer Mr. Blackwell took center stage at a special evening sponsored by the Design & Merchandising Department and the College of Applied Human Sciences in early September 2002. Held in a private room at a restaurant on Rodeo Drive in Beverly Hills, the evening included champagne and hors d'oeuvres and a special video expanding on Mr. Blackwell's legacy to the University.

Alumni from the Los Angeles area and a number of Mr. Blackwell's friends attended this event in recognition of Mr. Blackwell's generosity to the University and the undergraduate student scholarship he has established. Mr. Blackwell spoke at the program, the first time he has talked publicly in two years. Linda Carlson, interim department head, and Dr. Eulanda Sanders, along with Dean Nancy Hartley and Director of Development Camy Cooney, attended.

### International Travel

Interior Design faculty Katharine Leigh and Ken Tremblay were invited to join four business professors and the director of international programs at Colorado State to visit London, Helsinki, and Tallinn, Estonia during spring break 2002. The experience of visiting these three cities was rewarding in terms of exposure to diverse cultural perspectives and initiating contacts to institute exchanges for faculty and students in interior and apparel design.

From their joint perspective, this opportunity has invited collaborative research in the areas of concept and design theory with faculty at the University of Helsinki, student exchange possibilities with Middlesex University, and study opportunities in furniture design at the Estonia Academy of Arts.

A presentation about the trip was made at the University's International Connections this fall. A bonus of the trip was that Dr. Tremblay was able to visit his daughter in London, as she was completing a student study abroad program at American Intercontinental University. Professor Leigh also fulfilled a life-long goal of visiting Finland during a brief stop in Helsinki on the way to Estonia.



Ken Tremblay, Katharine Leigh, and Colorado State faculty in Estonia.

### Bohannon European Study Tour

This past summer, Dr. Karen Hyllegard joined Dr. Anne Marie Fiore from Iowa State in taking 32 students on the Department-sponsored Bohannon Summer Series' European Fashion Study Tour. The group traveled to Paris, London, and Florence where they visited fashion houses, production facilities, retail stores, costume museums, and various other cultural sites.

Among the many exciting visits were trips to Lesage, the embroidery house used by many of the haute couture designers in France; a retrospective exhibit of the work of Madame Carven, a famous French couturier known for her work in petite size design; the world famous Harrods department store; Roberto Cavalli's apparel production factory in Italy; and Zandra Rhodes' design studio in London.

### JC Penney Faculty/Student Internships

In July 2002, Dr. Jen Ogle was one of 14 faculty from campuses across the U.S. to participate in the JC Penney Faculty Internship Program. The four-day program was held at JC Penney's home office in Denton, Texas, and allowed participants a glimpse of the retailer's corporate operations.

Activities included tours of a JC Penney test store (where various retail strategies are "tested" before implementing them in stores across the U.S.), the JC Penney distribution center, and the JC Penney quality assurance lab. Faculty interns also met with representatives from all corporate departments, ranging from product development to international sourcing and tele-marketing.

In addition to gaining an "insider's view" of the latest developments in the industry, Dr. Ogle had the opportunity to visit Jessica Marple, a Colorado State senior majoring in Apparel and Merchandising. Jessica was one of 12 students selected to participate in the competitive JC Penney Associate Buyer Internship Program (more than 500 students applied for the 12 openings!). Design & Merchandising is very proud of Jessica for not only being invited to intern at JC Penney Corporate, but also for winning the award for JC Penney Intern of the Year. Way to go, Jessica!

## Department Highlights

### "Welcomes" and "Farewells"

Design & Merchandising welcomes **Debra Catlow**, **Karyn Madison**, **Karie Koplar**, and **Deb Colvin**, who bring their professional experience to the Apparel Production and Design concentration. They join **Sandy Entin**, who is again helping us meet the growing demand of our programs.

**Judy McKenna**, department specialist with CSU Cooperative Extension, is headed for Australia! Judy has been selected to represent Colorado State at Canberra University this spring. We are pleased that **Jacque Miller** joined us last year as part time Extension Specialist. **Ellen Audley** continues to provide capable assistance to Judy and Jacque.

**Barb Jares**, our valuable liaison to the graduate program, is resigning. We wish her the best! **H. David Nelson** has retired after coordinating Interior Design COLINC projects. We bid farewell to **Kevin Oltjenbruns** but are pleased she is serving as interim Vice Provost for Undergraduate Studies. Congratulations Kevin!

### Selected Research Focus Areas

**Ajoy Sarkar** was awarded a five-year grant for his research project, "Mediating Exposure to Environmental Hazards through Textile Systems."

**Jen Ogle** launched a new research project exploring the role of the marital relationship in shaping women's body image and satisfaction during pregnancy. The project is being funded by Kappa Omicron Nu and Colorado State University.

### Well Deserved Kudos!

**Karen Hyllegard** and **Marianne Bickle** were nominated for the Outstanding Teaching Award for the College of Applied Human Sciences. Office Manager **Donna Lusby** was awarded the Outstanding Achievement Award for State Classified Personnel for excellence in service to the University! **Katharine Leigh** was recognized with an IDEC Service Award for her contributions while Director and Chair of Membership at the 2002 International Conference.

**Carolyn Deardorff** is overseeing the second Annual Mosaic Design Competition in ID 340, Interior Materials & Market Study. Students have presented a number of winning designs!

**Kendra DiMatteo** (and everyone in Aylesworth SE) survived the installation of an elevator in the corner of the main DM office! **Amy Tamlin** continues to wear many hats in Design & Merchandising. She helps us maintain our financial balance and coordinates multiple special events.

### On-line Course Development

**Marianne Bickle** has expanded her online involvement to include the Great Plains Interactive Distance Education Alliance. She is chairing a nine-institution group investigating a post bachelor's distance education program. **Eulanda Sanders** is developing courses for online delivery, including a new course

on the history of couture designers, along with **Linda Carlson**. This past summer **Nancy Drennen** taught DM 320, Finance: Personal and Family online.

### Professional Leadership Roles

**Ken Tremblay** has been appointed editor of *Housing and Society: The Journal for the Housing Education and Research Association*. He also published an article on wildfire prevention and recovery resources and presented papers at the annual meetings of the American Association of Family and Consumer Sciences and the Housing Education and Research Association.

**Katharine Leigh** is partnering with DauerHaswell Architects to collaborate on programming opportunities for Colorado communities. She is also preparing a presentation on licensing and legislation for ASID and working on a text in Space Planning.

### Professional Service and Research

**Craig Birdsong** serves on the University Classroom Review Board where he focuses on the livability of classroom spaces and the development of technology in the classroom.

**Nancy Drennen** delivered a presentation on reducing radon levels in the home to a plenary session at the International Radon Symposium. The presentation was coauthored by **Ken Tremblay** and **J. Arnold Drennen**.

**Molly Eckman** received two invitations to travel to Hong Kong to serve on a board of examiners for doctoral students' research. These experiences have contributed to her collaborative research on international retail expansion and to further development of a newly developed course on International Retailing.

**Karen Hyllegard** traveled to Paris, London, and Florence with 32 students on the Design & Merchandising sponsored Bohannon Summer Series' European Fashion Study Tour.

**Diane Sparks** is implementing digital textile printing into computer aided textile design, at both the undergraduate and graduate levels. **Robert Work**, who teaches ID Visual Communication, has had a book jacket illustration published.

**Stephanie Clemons** participated as a member of the ASID National Education Training Advisory Council, working to enhance ASID membership and public education. Professor Clemons was also recognized for her work with integrating interior design into the K-12, assisting in the development of a certification test for the state of Connecticut.

### FIDER

DM celebrates the six-year reaccreditation of the Interior Design program. **Katharine Leigh**, **Stephanie Clemons**, **Carolyn Deardorff**, **Craig Birdsong**, **Nancy Drennen**, **Ken Tremblay**, and **Robert Work**, as well as the staff and other faculty, worked very hard preparing for the reviewers' visit. Congratulations!!

### Internships

**Jerry Culp** and **Carolyn Deardorff** are directing AM and ID students in quality internships. If you have ideas for placements, please contact the main Design & Merchandising office, (970) 491-7890.



## 3D Visual Merchandising Software Gift from Lectra

This year Lectra Systems expanded its relationship with Design & Merchandising by presenting the Department with a state-of-the-art gift of visual merchandising software valued at \$585,000. The donation is in addition to the company's original 1999 gift of software valued at \$3.2 million, which was donated to the Department.

Lectra's 3D Visual Merchant software enables retailers such as Dillard's, Russell Athletics, and GUESS to create 3D virtual store and rack layouts to simulate real world dimensions. By working digitally, merchandisers can evaluate various scenarios to strategically select the optimal presentation of their branded fashion. Store layouts can then be quickly communicated via the Internet.

As a result, companies can provide clear and consistent communication of brand and product retail strategies to stores and partners instantly.

This 3D Visual Merchant gift will allow students to go beyond a theoretical environment, providing a unique, realistic experience. The software will be used at the junior and senior levels in both the Apparel Design and Production concentration and the Merchandising concentration, adding real-world knowledge to our students' educational experience and providing valuable preparation for their careers.

In addition to using 3D Visual Merchant in coursework involving store layout and merchandise placement design, this software will be used for designing exhibits in the Gustafson Gallery and eventually the new design and merchandising gallery in the University Center for the Arts.

We are very proud of the Design & Merchandising relationship with Lectra Systems, and their confidence in our programs!

### Donor Information (Please Print)

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Business Phone \_\_\_\_\_

### Gift Information

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☐ This gift is from my spouse and me. Spouse's Name: \_\_\_\_\_

### Gift Level

- ☐ \$1,870 – 1870 Club  
☐ \$700 – Dean's Club  
☐ Other

### Please apply my/our gift:

- ☐ Apparel Design and Production #20663 ☐ Interior Design #14193 ☐ Merchandising #16133  
☐ Barbara Oliver Scholarship Fund #47915  
☐ Dagmar Gustafson Memorial Scholarship #12225  
☐ Gustafson Gallery and Historic Costume & Textiles Collection #13126

### Payment Options

- ☐ Enclosed is my/our check in the amount of \$\_\_\_\_\_ (Please make check payable to the Colorado State University Foundation)  
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## Calendar

### 2003 31<sup>st</sup> Senior Fashion Show

March 30 and 31, 2003

8:00 p.m.

Lory Student Center Ballroom

For information:

(970) 491-4627 or

[hyllegard@cahs.colostate.edu](mailto:hyllegard@cahs.colostate.edu)

### Betts' Visiting Scholar Rob Hillestad

April 7-25, 2003

For information: (970) 491-7356 or

[sanders@cahs.colostate.edu](mailto:sanders@cahs.colostate.edu)

### Interior Design Senior Awards Banquet and Show

Friday, May 16, 2003

12:00-2:00 banquet (ticket required)

2:00-4:00 senior show – open to public

For information: (970) 491-5042 or

[leigh@cahs.colostate.edu](mailto:leigh@cahs.colostate.edu)

### Summer School

For Summer 2003 course information

contact (970) 491-7890 or

<http://www.cahs.colostate.edu/dm/summercourses>

Check out our Web site at

<http://www.cahs.colostate.edu/dm>

### 2003 Kathryn T. Bohannon Summer Series in Design

Digital Textile Printing

Ikat Weaving

Digital Pattern Drafting for Quilters & Fiber Artists

Couture Techniques

Millinery Techniques

For information: (970) 491-5360 or [sparks@cahs.colostate.edu](mailto:sparks@cahs.colostate.edu)

June 2-6

June 2-6

June 16-20

June 16-20

June 23-27

Diane Sparks

Emily DuBois

Eulanda Sanders

Claire Schaeffer

Rita Smith