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Office of Advancement
UNIVERSITY OF COLORADO **BOULDER**

humanitas

(/hju: 'manitas/): humanity and kindness

CU Boulder Advancement News | January 2024

In this edition of *Humanitas*, get ready to nominate some amazing Forever Buffs for the Alumni Awards, learn about a new way to get help with CU Ascend and Advancement Intelligence, and get to know one of your colleagues from the Alumni Association.

KNOWING

2024 Alumni Awards nominations are open

Recognize the achievements of CU alumni, faculty, staff and students by nominating a candidate for the prestigious Alumni Awards. Don't miss out on this stewardship opportunity to celebrate donors and highly engaged alumni! Nominations are due Jan. 29.

NOMINATE

Coming soon: A new CU Ascend service platform

Service Cloud is a Salesforce customer service platform that helps businesses manage and resolve customer inquiries and issues. This tool will soon become the new service platform for getting help with CU Ascend, Advancement Intelligence (AI) and other related matters. It will also provide a 360-degree view into service needs and allow support teams to deliver customized assistance in a faster and more informed way. Stay tuned for more details on how this change will affect your work!

Register for the 2024 Colorado Business Economic Outlook Forum

If you missed the Colorado Business Economic Outlook Forum in December, fear not! This webinar will discuss the current state of the national and Colorado economies as well as the forecast for 2024. Presented by the Leeds School of Business, the Economic Outlook Forum analyzes changes that have occurred during the past year and estimates industry employment and output for the coming year. The webinar takes place Jan. 25 at 12 p.m.

[REGISTER HERE](#)

IMPACTING



Celebrating at the Chancellor's Holiday Tea

On Dec. 10, donors gathered at the annual Chancellor's Holiday Tea before attending the College of Music's Holiday Festival concert. A beloved tradition, the tea this year was hosted by Yvonne DiStefano, who shared her gratitude and appreciation for the tremendous generosity and support from the CU Boulder donor community. Here, Yvonne is pictured between her two daughters, Jennifer (left) and Nicole (right), with Jennifer's husband, Matt.

CU Boulder and Alienware partner to open student esports and gaming facility

On Jan. 25, CU Boulder and Alienware — Dell Technologies' gaming brand — will open the university's first dedicated esports and gaming lounge on campus. The Alienware Buffalo Esports and Gaming Lounge is Alienware's first in Colorado and its second collegiate facility in the nation. Dell's \$1.2 million gift funded the renovation of a 1,275-square-foot space in the University Memorial Center, as well as an undergraduate scholarship program for students involved in the CU gaming community.

[READ MORE](#)

DEFINING



Leia Atas

Program Manager, Volunteer Engagement
Alumni Association

Originally from Chicago, Leia (pronounced LAY-uh) frequently visited Colorado, working as a hiking guide in Estes Park throughout college. From her first day on the trails, she knew she wanted to get back to Colorado for good one day. In the meantime, she earned her bachelor's degree in public relations and master's in communication from Illinois State University. During grad school, she also worked for

ISU's alumni engagement team, which is how she heard about CU Boulder's institutional reputation — and the rest is history. When she isn't working directly with volunteers, regional chapter leaders and alumni to make meaningful memories for Buffs near and far, Leia enjoys cooking, playing pickleball, running marathons and hiking the Rockies with her fiancé and two dogs.

When I grew up I wanted to be... a pop star!

If I could visit any place and time in history, I would go to... back to prehistoric times so I could see the dinosaurs.

The best decision I ever made was... moving to Colorado! I love everything about it — the mountains, the people, the endless hobbies you can find, the weather — you name it!

The best gift I ever received is... getting to see Sara Bareilles at the House of Blues in Chicago with my mom when I was 12!

I learned the meaning of giving from... my cousin. She lives full time in Chicago but has spent the past 26 years extending her love, time and energy to her family back home in the Philippines.

The Defining section highlights fellow team members, their roles and their contributions to the CU community and beyond.

TRANSITIONING



Sarah Jenó

*Senior Director of Development
Leeds School of Business
Sarah previously served as
Director of Development for
Leeds School of Business*



Adam Link

*Senior Director, Annual Giving
Office of the Vice Chancellor
for Advancement
Adam previously served as
Director of Annual Giving for CU
System Advancement*



Kevin Lobdell

*Deputy Assistant Dean
of Advancement
College of Engineering and
Applied Science
Kevin previously served as
Senior Director of Alumni
Engagement and
Donor Relations*

WELCOMING



Wendy Fetterolf

*Program Manager,
Donor Relations
College of Arts and Sciences*

RETIRING



Jeanie Hunter
College of Arts and Sciences

Staff changes are reported through Jan. 5

ENGAGING



Vice Chancellor for Advancement Katy Kotlarczyk shares a laugh with Director of Forever Buffs Engagement and Outreach Dawn Barone before presenting her with the McCord Award for the CU Boulder campus. | December 2023

Feb. 22

Boulder Advancement in-person all-staff meeting

Feb. 29

Chancellor's Annual Summit

Mar. 1

Student Philanthropy Month begins

Mar. 6

Bufs All In day of giving

Mar. 14

Advancement virtual all-staff meeting

Have news or events that you'd like to feature in *Humanitas*?
Submit your request through **Workfront**.