

## LYNN PHELPS PUBLICATION PORTFOLIO



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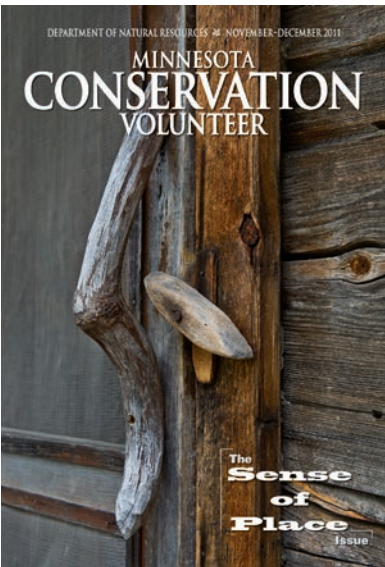
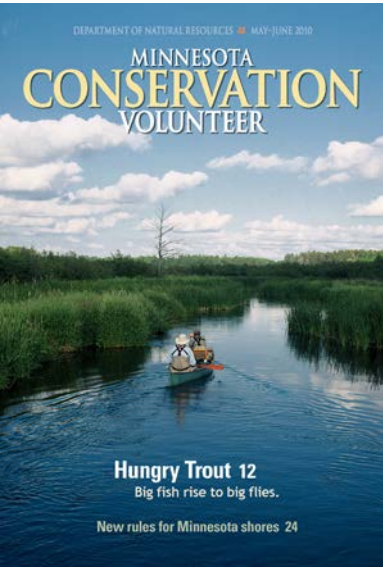
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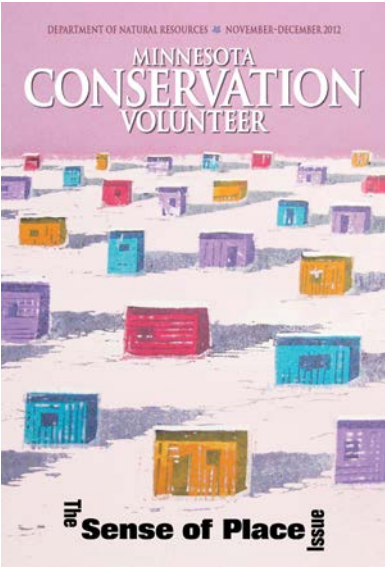
**BACKGROUND:** The Minnesota Conservation Volunteer (MCV) was first published by the Department of Conservation (now the Department of Natural Resources) in 1940. MCV provides invaluable expertise and support in the form of content prepared or reviewed by department scientists and other experts. It is an established magazine with a passionate reader base. It's circulation is 120,000 with a pass through rate of over one-half million and the funding string is all donor based.

**OBJECTIVE:** Improve art direction, design dynamics, and increase circulation and funding string.

**SOLUTION:** To do this, I successfully created and executed a design vision that addressed the MCV audience. This redirection brought forth an engaging vitality through the use of design, color, commissioned photography and illustration. Since I have been with MCV, circulation has increased 5 to 7 percent per year.



MCV covers





# Double Take

**Look. Then look again.**

A SQUIRREL SCURRIES along a branch and suddenly halts—at the other end, an owl swivels its head to see the surprised visitor. You can imagine the double take of each startled critter. Like a *New Yorker* cartoon without a caption, the image seems to call for the viewer to write the dialogue for predator and prey caught off guard.

The photos collected in this visual essay invite a second glance. Some conceal their true subject in nature's camouflage. Others require a bit of interpretation to decipher what's there. Like the double take of comedy, the delight is in the surprise when the real meaning becomes clear.

MINNESOTA CONSERVATION VOLUNTEER



# Forest Delicacies

Photography by Mike Dvorak  
by Michael A. Kallok

From late summer until the first frost of autumn, foragers seek a bounty of edible mushrooms.



# LAKE COUNTRY ON TWO WHEELS

Biking the Glacial Lakes State Trail offers another way to experience the freedom and contentment of lake country—by land.

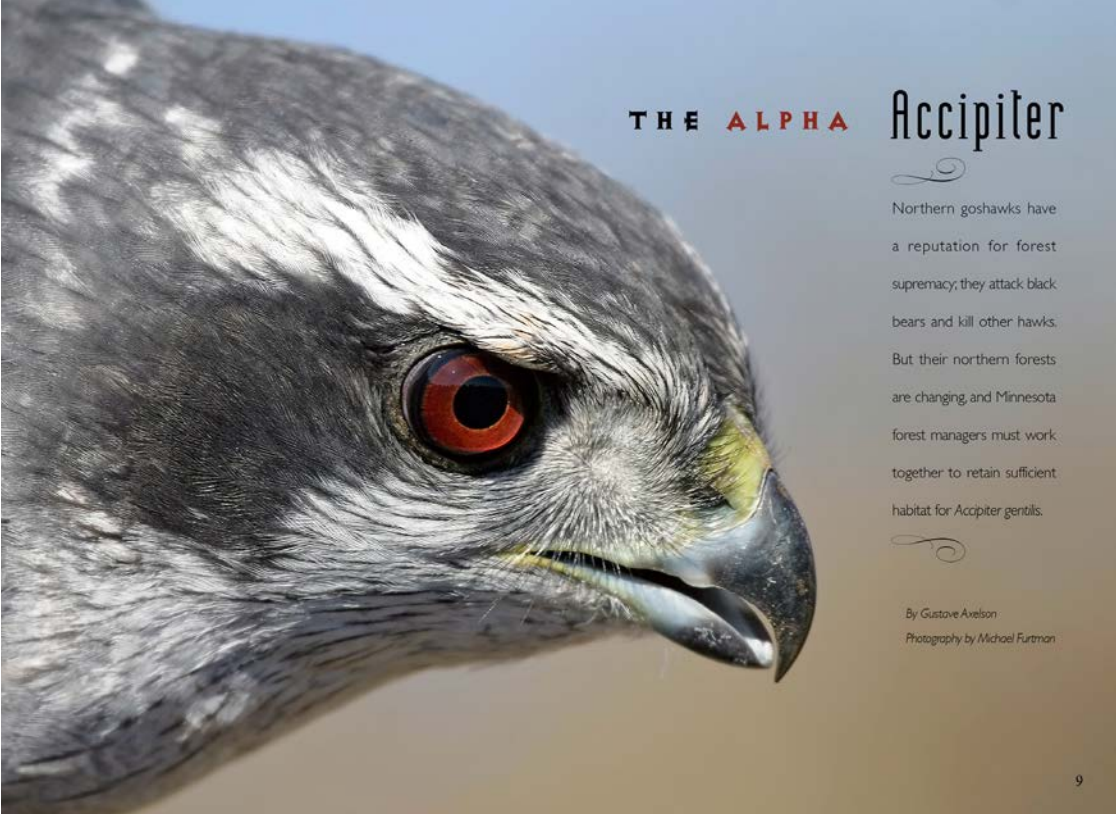
By Adam Regn Arvidson  
Photography by Tom Thulen



# THE ALPHA Accipiter

Northern goshawks have a reputation for forest supremacy; they attack black bears and kill other hawks. But their northern forests are changing, and Minnesota forest managers must work together to retain sufficient habitat for Accipiter gentilis.

By Gustave Avelson  
Photography by Michael Furman





**Paper**

**Birch**

Standing white-bark stark against a crisp winter sky ... bursting gloss-green leaves from tiny, shiny twigs ... dangling day-glow gold in the low autumn sun ... shaped into canoes or cures ... paper birch, *Betula papyrifera*, is a tree with many faces.

By Mary Hoff

Photography by Richard Hamilton Smith

Go **SCALE** a Boulder

Photography by Mike Dvorak

Climbers have a new place to solve problems on **big** rocks.

By Ryan Rodgers

ON A WARM AFTERNOON at the end of summer, I follow a trail into a forest along the Kettle River near Sandstone. The leaves of birches and maples are so dense I don't know I'm approaching the edge of the river gorge until the trail drops into a gully of coffee-colored boulders. This Precambrian sandstone was exposed at the end of the last ice age by an earth-scouring deluge fueled by melting glaciers. This sandstone formation extends across the Kettle River and into the rest of Banning State Park. In the 19th century, the sandstone there attracted large-scale quarrying. Boulders, a few as big as cottages, are strewn among the trees. One of these boulders rises from the ground like a 10-foot-high turtle head. Two young men, Jose Molina and Sean Ferrell, are taking turns climbing it. Molina sits on his crash pad—a safety cushion—his feet cocooned in tight yellow climbing shoes and braced against the base of the rock. He's putting a small cloth bag of powdered chalk onto protrusions of rock that will serve as his handholds.

Climber Nicholas Oklobizja defies gravity as he works his way up an overhang along the Kettle River on property that recently became part of Banning State Park.

**Who Was George Bonqua?**

IN THE 1800s IN THE TERRITORY KNOWN AS MINNESOTA, THIS TALENTED **fur trader** HAD A REPUTATION TO RIVAL THE LEGEND OF LOGGER PAUL BUNYAN. BUT **George Bonqua** WAS REAL, AND TODAY FEW MINNESOTANS KNOW HIS STORY.

By William Durbin  
Illustrations by Chris Gall

**His Story**

George Bonqua was born near Duluth in 1802 to an African-American father and an Ojibwe mother. He grew up to be a fur trader and a wilderness guide. Due to his strength of character and talents, he was well known in the Lake Superior region. Bonqua was well educated, as he attended school in Montreal and spoke English, French, and Ojibwe. He claimed to be both the "first black man born in this part of the country" and one of the "first two white men that ever came into this country." In the language of the time, Bonqua was correct. He was one of only 14 African-Americans counted in the Minnesota Territory in the 1850 census. But sometimes, such as at treaty signings, Bonqua was considered "white," because it was common for people to be classified only as Indian or non-Indian (white). Many African-American

**Young Naturalists**

TOP OF OPPOSITE PAGE FROM LEFT TO RIGHT: GOLDENROD BY BILL JENNISON; WALD CANYON, SUMAC, AND BLACK WALNUT BY KELLY SMITH; INDIAN PHOTO CLOUDETTE FROM BOTTOM LEFT: GOLDENROD DYE WITH ALUM AND CREAM OF TARTAR INDIGENOUS, CHALK DYE WITH PINKISH INDIGENOUS, CHALK DYE WITH PINKISH INDIGENOUS, SUMAC DYE, BLACK WALNUT DYE BY JOAN JARVIS ELLISON; ABOVE: NATURAL DYE BLENDER BY DAVID ELLISON

**Prospect for Color**

By Joan Jarvis Ellison

Like hunting and gathering wild foods, this outdoor pursuit promises tangible rewards. Here's practical advice on how to get started.

I WALK THE WILD prospecting for color. I search for the gold of goldenrod flowers, the red of sumac, the purple of grapes, and the brown of walnut husks.

What is that plant? What has it been used for? Can you eat it? Can I use it to change the color of something? I search for plants that I can use in my work as a fiber artist. Color is my passion. I spin and knit and make felt. I use wool grown from my own sheep, colored with dyes I find on the land. The woods and fields are an endless source of plants that can be used for natural dyes. Discovering the colors inside a plant is a fascinating exercise in plant identification, dye chemistry, patience, and luck.

You don't need many tools to be a color prospector. From



# Wild Cuisine

Minnesota chefs offer their favorite recipes for fish, game, nuts, wild rice, greens, and mushrooms.

Photography by Tom Thelen

*Shore was is firm, not so long ago, when "imported" was the perceived mark of quality for the most delectable and desirable foods. No longer. A growing number of Minnesota-based chefs are embracing diners that in many ways the best foods come from our region. By using locally-sourced ingredients harvested from our state's woods, pastures, and waters or grown on local farms, these innovators are bringing it all back home. Here are some of their favorite dishes.*

## Lucia Watson: The Freshest Fish

Lucia Watson's interest in cooking was kindled by her grandmother Lulu over a woodstove at the family cabin on Honey Lake. For nearly 30 years, Lucia Restaurant in Minneapolis has served up fresh food, using seasonally available ingredients procured, whenever possible, from local farmers and suppliers.

True to her Minnesota roots, Watson, the author of *Cooking Freshwater Fish*, lists walleye as her favorite fish to eat. But just as the ice comes off the lakes, her thoughts turn to crappie.

"Crappie is so precious in particular because you can't buy it," says Watson, noting that only spring is prime time for crappies. "Just coming out of that cold water, they have a freshness that is really wonderful. The flavor of their meat is so clean, and it's not fatty."

# Crappie Tempura (serves 4)

**Butter:**  
2 eggs  
2 cups ice-cold beer or water  
2 cups sifted all-purpose flour

**Canola oil**  
12 small crappie fillets, patted dry  
Platter of flour, mixed with salt and pepper

Beat eggs lightly. Add ice-cold beer or water and mix lightly. Add flour and beat a few times with fork or until loosely combined but still lumpy. Heat canola oil (enough to cover fillets) to 340 degrees in fryer or cast-iron pan.

Dip fish in platter of flour, shake off excess, then dip in batter. Side fillets into hot oil and fry until golden—3 to 4 minutes. Drain on paper towels and serve at once with ginger dipping sauce (see recipe below).

Follow the same recipe to make tempura using large chunks of fresh, seasonal vegetables such as asparagus, mushrooms, red onions, and sweet potatoes.

## Ginger Dipping Sauce

5 tablespoons water  
1 tablespoon finely grated ginger  
1 tablespoon finely minced garlic  
1 tablespoon orange zest  
1 tablespoon dark sesame oil  
5 tablespoons soy sauce  
2 tablespoons finely minced scallion  
2 tablespoons chopped cilantro  
2 tablespoons lime, lemon, or orange juice  
2 tablespoons chopped fresh mint  
Pinch of red chili flakes

Combine ingredients and stir well.

# Tommy Russo: Ocean Calling

For more than 30 years, Tommy Russo has been serving Minnesota diners that local, sustainable, and organic food makes the finest fare. Russo, chef and proprietor of Heartland Restaurant and Farm Direct Market in St. Paul, sources all his ingredients from within a 200-mile radius. Accordingly, Heartland's menu changes with the seasons and with what its farmer suppliers bring to its back door.

One of Russo's favorite fall and winter dishes, goose breast with hazelnut sauce was once passed at Wild Acres Game Farm in Poplar Lake. The preparation could be adapted for a wild Canada goose, especially trussing. Russo, if the bird ate grain, such as corn or barley, which boost the fat content that gives the dish its succoriness. Heartland serves it with preserved (and berry farm) wild chutney.

"It's a combination of savory and sweet and salty," says Russo. "Without personally ingesting too much, we let the ingredients talk to us and tell us what to do with them."

# Goose Breast With Hazelnut Sauce (serves 4)

2 boneless goose breasts  
1/2 teaspoon sea salt  
1/2 teaspoon freshly ground black pepper  
8 ounces toasted hazelnut sauce (see recipe below)

Score goose breasts in a crosshatch pattern on the skin side, making sure not to penetrate the meat. Season both sides with salt and pepper. Heat large fry pan over medium heat, place goose skin side down, and slowly render fat until skin becomes crisp. Lower the heat if necessary to ensure skin is nicely browned but not black. Drain fat, leaving about a tablespoon behind. Increase heat to medium-high and flip goose breasts to cook flesh side until browned (about 2 to 3 minutes). Remove goose from pan and allow to rest. Place skin side down on cutting board. Slice on radial bias. Fan pieces out equally on four plates and spoon hazelnut sauce over goose. Serve immediately.

## Hazelnut Sauce

1 cup glacé de viande (see recipe below)  
1/2 cup hazelnuts, toasted and chopped  
1/2 teaspoon sea salt  
1/2 teaspoon black pepper, freshly ground (preferably Tellicherry)

In a nonreactive sauce pot, heat glacé over medium heat to a light simmer. Stir in hazelnuts. Season with salt and pepper. Serve immediately.

## Glacé de Viande

1 cup red wine  
10 black peppercorns, 2 thyme sprigs, 1 bay leaf, 1 peeled shallot, 2 garlic cloves, placed together in bouquet garni (mesh bag)  
1 gallon gamebird stock

Pour wine into a nonreactive sauce pot and add bouquet garni. Heat over high flame until reduced by half. Add stock and return to boil. Decrease heat to steady simmer and reduce stock by three-quarters, periodically skimming fat from top. Discard bouquet garni and pour glacé through a fine sieve lined with moistened cheesecloth.

# Judi Barsness: Foraging for Flavor

Since 1995 chef Judi Barsness has called the North Shore home. An executive chef and co-owner of Cher Isle in Grand Marais, she credits menus that reflect Minnesota seasons, using locally grown and wild ingredients.

Barsness works with harvesters as foragers around Minnesota and Wisconsin to procure wild rice, morel mushrooms, huckleberries, and other wild edibles. Ramps, foraged close to home on the Otter River, give her wild rice orzo a most spring onion flavor.

# Wild Rice Orzo With Morels, Ramps, and Hazelnuts (serves 4)

2 cups cooked wild rice  
1 cup cooked orzo  
1/2 cup butter  
1/2 cup spring ramps or leeks, white part only, sliced  
1 teaspoon minced garlic  
1/2 pound asparagus, trimmed, cut in 1/2-inch sections  
2 baby green-top carrots, diced  
3 cups morel mushrooms, quartered (never eat raw)  
3 sprigs fresh thyme  
1/4 cup combined fresh rosemary, thyme, and parsley, chopped  
1/4 cup coarsely chopped toasted hazelnuts  
1/2 cup cream sherry  
1/2 cup shredded Parmesan cheese  
Salt, pepper, grated Parmesan cheese to taste

Cook rice and orzo separately in chicken or vegetable stock or broth. Use three cups broth for each cup of rice and orzo.

In a large skillet, melt butter and sauté ramps and garlic until soft and translucent. Add asparagus, carrots, mushrooms, and herbs; cook over medium heat until vegetables are tender and juices absorbed. Stir in cooked rice, orzo, and toasted hazelnuts. Add cream sherry and simmer until 1 tablespoon remains. Stir in shredded Parmesan cheese. Season to taste with salt and pepper and grated Parmesan. Serve hot as a side dish. Scoop onto plates or use a mold for a more artistic presentation.



Finned monuments are familiar sights for travelers on Minnesota's fishing thoroughfares.

**FISH**

**KITSCH**

By Michael A. Kollek

ASSOCIATED THE STATE statues made from wood, wire, steel, concrete, plaster, and fiberglass take on the forms of walleyes, northern muskies, trout, and panfish. Individually, these roadside attractions represent a source of local pride. Collectively, they point to the importance of the \$3 billion anglers spend in Minnesota each year.

Classic scenes of walleye great destinations such as Isle, Garrison, Baudette, Kabetogama, and Rush City. But sculptures of the state fish aren't the most common. There are more than 35 fiberglass sunfish in the city of Detroit Lakes alone. Billy Blaggill welcomes anglers to the city of Orr and the legendary pan-fish waters of Pelican Lake.

In 1957 Art Lyons caught Minnesota's 54-pound state-record muskie from Lake Winnebago.

Fittingly, Lyons' hometown of Bemis, on the south shore of Winnetka, features the state's largest monument to the mighty muskie. Built in 1958, the 45-foot-long Big Muskie Drive-In, as it was known then, allowed visitors to dine inside the belly of the behemoth. Super-sized statues of the fish of 10,000 casts also appear on the east side of Mille Lacs and in the towns of Deer River and Nevis.

Though southeastern Minnesota has few natural lakes, this trout-fishing paradise isn't lacking a monument to fish. The city of Preston honors the region's hundreds of miles of coldwater streams with a 19-foot-long fiberglass brown trout.

Around the state these hunkered landmarks lure anglers to day and fish, so here is a sampling—our tribute to Minnesota's distinct brand of kitch.

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Photography by Chelsey Jackson

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**Detroit Lakes Sunnies**

In 2003 the city of Detroit Lakes sold 30 fiberglass sunfish to local businesses. Then, area artists gave the sunfish unique treatments such as this mosaic of glass beads and tile. More than 35 of these colorful fish can still be seen around the city.

**10**

**The Isle Walleye**

On the east side of Mille Lacs Lake, in the quiet fishing village of Isle, a stately replica of the state fish hovers on the corner of Main Street and Third Avenue.

**9**

**The Garrison Walleye**

Alongside U.S. Highway 55, on the west side of Mille Lacs Lake, the Garrison walleye has been a familiar sight for visitors to central Minnesota's crown jewel since the mid-1950s. The Garrison Concerto Wayside Park, where the statue resides, is also one of the best spots to take in a sweeping view of this vast sun-drenched lake.

**11**

**Mean Walleye**

These monuments to a marlin eye can be spotted if you circumnavigate Mille Lacs Lake by car. But there is only one Mean Walleye. This 20-foot-long, foam-banking fiberglass walleye swims next to an equally exaggerated muskie at Johnson's Florida, a mile north of Isle on state Highway 47.

**12**

**Big Sunfish**

Fishale Bar & Grill in New Prague doesn't offer sunfish on its menu, but it does feature a billboard-sized blongill that could make for one whopper of a fish story. The fish was purchased in the late 1990s to lure hungry folk to this fish-themed establishment.

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**The Preston Trout**

Situated in the heart of southeastern Minnesota's trout-stream country, the city of Preston boasts a 19-foot-long fiberglass brown trout. Built in the mid-1980s, the statue sits atop a trailer. Usually it resides in front of the Preston Tourism Center on U.S. Highway 55 in mid-May, the mobile trout is a highlight of the Preston Trout Days parade.



Photo essay  
by Jim Brandenburg

Loons in motion  
Judd Lake  
Lake County

Though photographer **Layne Kennedy** may subscribe to the notion of a picture being worth a thousand words, he also appreciates the power of putting one's thoughts into a few words. After photographing the 2007 Ham Lake fire and its aftermath, he asked a dozen residents along the Gunflint Trail to tell him in 25 words or less "What keeps you here?" Their responses, included in a presentation at the Gunflint Green Up, sparked

*What Keeps Me*

further conversation about the meaning of home. This past year, traveling around the state, Kennedy continued to ask Minnesotans why they choose to live in a particular place. The following pages portray eight people, their places, and their answers. Kennedy hopes their well-chosen words will inspire others to sit down and ask themselves: "What keeps me here?"

**HERE**





Rolling on extra-wide, low-pressure tires, bikers zip through the woods on snow-covered trails.

## Lazy Fat-Bike Fun

Want to stretch the bicycle-riding season? Try these trendy, snow-friendly wheels.

By Hans Johnson  
Photography by Layne Kennedy

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# THE Coldest MONTH?

In January, with temperatures below zero, a photographer goes out to capture the nature of winter around his home territory in Hubbard County.

Photography by Ryan A. Houghton Smith



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A rider rolls under a mass of towering red pines on a multi-use trail at Hartley Field in Duluth.


# I

realized early in my life I need to get outside and roam the countryside every day. When I first witnessed someone riding a fat-tired bike on a sunny winter morning in 2008, I recognized instantly it might be another tool to do just that. It was easy to notice the bicycle with 4-inch-wide wheels, nearly twice as wide as those on a typical mountain bike. The rider was pedaling effortlessly across fresh snow on Lake of the Isles in Minneapolis.


Inspired, I looked into the origin of these odd-looking "fat bikes." Fat biking on snow, I learned, evolved in Alaska in the 1980s, when cyclists seeking to bike in winter experimented



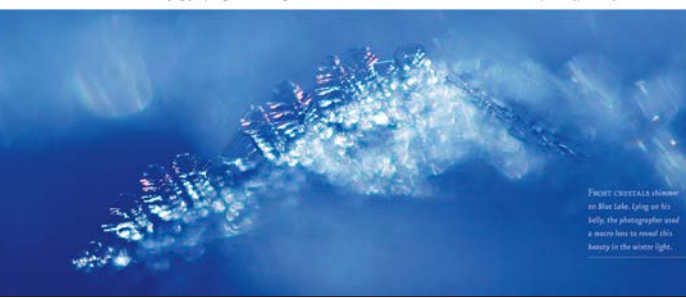
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THROUGH 20 WILSONS air temperature on this day, strong current kept the water open on the fish hook River. With open water, trumpeter swans can stay in Minnesota for winter. Even in extreme cold, these muscular birds can forage for aquatic greens and other vegetation.



IN JANUARY'S CUELL, a black-capped chickadee pulls up its feathers to trap body heat. These sturdy little songbirds are distinguished winter residents statewide. Flocks of these 12 down trees and call to one another when a predator appears nearby.



FRIGID CRYSTALS shimmer on Blue Lake. Using on his belly, the photographer used a macro lens to reveal this beauty in the winter light.

### Try Groomed Single-Track Trails

**Two Cities metro area:** Minnesota Off Road Cycling, a mountain-biking advocacy group, grooms trails in two regional parks—Lebanon Hills Regional Park and Elm Creek Park Reserve. Both are premier winter destinations.

**Duluth:** A group called Cyclists of Gitchie Guemee Shores grooms single-track trails. Many frozen streams in the city also serve as trails and are ridden extensively.

**Crookston:** This 16-mile-long gem, jointly groomed by the DNR and Cuyuna Lakes Mountain Bike Club, is in Cuyuna County State Recreation Area.

Snow takes my off a crisp day of riding as the winter sun sinks over Rock Road at Hartley Field in Duluth.


have been cold seasons when snow depths were minimal but ice cover was widespread and thick, allowing access to vast, frozen terrain easily traversed on studded tires.

**Trails to Ride.** Fortunately, the Department of Natural Resources has come up with guidelines and options for riding fat bikes in some state parks and trails. Mostly through, fat bike riders are heading the way of summer off-road riders—toward purpose-built trails. Many riders prefer single-track trails. Generally about 36 inches wide and in the woods, a single-track dances with the land's natural features, creating a more intimate and


challenging experience. Bikes on these twisty trails can be comical, as people misjudge the width of the packed trail, fall, and explode into a cloud of powder in the soft trail-side snow. Luckily, fat biking is a low-speed sport, so most crashes are slow-motion, low-impact. Given this racy riding experience, the fat bike community tends to be whimsical, low-key and self-effacing. Laughing pervades fat bike rides. Outings often conclude with knee-slapping, lots of smiles, and clothes lacquered in good, clean snow. @



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AT SUNRISE, baldpates draw graceful lines on a pond's snowy canvas. THE SUMMER SWANS GATHER on the fish hook River. By the 1980s, trumpeter swans had disappeared from Minnesota. A century later, the DNR began reintroducing the species. A statewide survey in 2015 counted 15,000 trumpeter swans. Many flocks of these social birds can be very vocal. As ice goes out on waters around the state, pairs will leave for their breeding grounds.



SWANS may have joined on this snow after its head-dipping bath or its underwater dabbling for dinner. @

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New Direction:

Previous:

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—The Captain of the Mutual Forests' Outboard Engine, in the middle.

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Young foresters learn about this in a Department of Culture Conservation in Longsight.

by Jennifer Lauer

When this page is rolled out, let the sun set right in the bottom right corner. The sun's reflection on the snow is the reason of our cover photo. on page 26.

### COVER PHOTO

www.minnesotajournal.com

THE REING, with a white jacket and a hat, stands in a snowy field, looking towards a large evergreen tree.

to the forest. In the background, a large evergreen tree is visible.

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## Natural Curiosities



Thank you







Speakeasy cover

New Direction:



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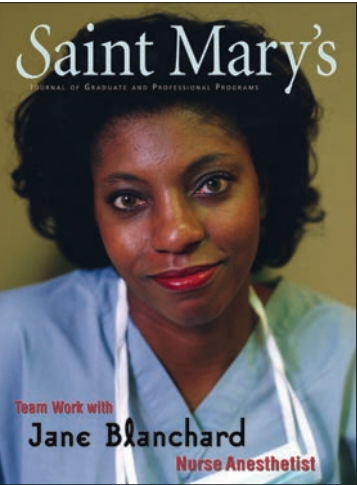
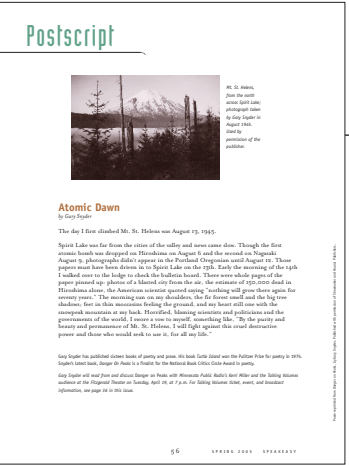


Sonoma Red start-up magazine

Feature spread



Department page



Saint Mary's graduate alumni start-up magazine





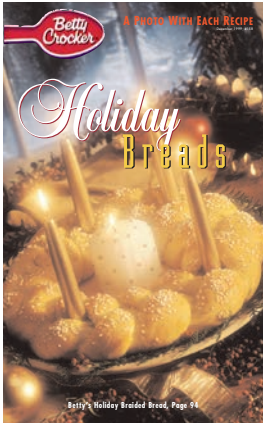
**BACKGROUND:** MSP Communications has been the leader in regional and city magazines since the 1980s. Over the years, they have expanded in other areas such as a city business magazine, trade magazines and custom publications. From this growth, a need developed to hire a creative director who would steer the creative management of the magazine titles, oversee the staff and developing web site. To that point, I was hired to do the following:

**OBJECTIVE:** Steer and present the visual aspect of new business development, improve the visual dynamics of MSP's existing 18 magazine titles and further develop the abilities of its 11 art directors.

**SOLUTION:** To do this, I initiated a hands-on approach to mentor the existing art directors in design dynamics and introduced them to nationally recognized photographers and illustrators. I also steered the direction of new business prototypes. An example is LiveMusic magazine which in its first year increased Minnesota Orchestra season ticket sales by 122%. LiveMusic was also the recipient of a silver medal at the Ozzies for Best New Magazine overall design.



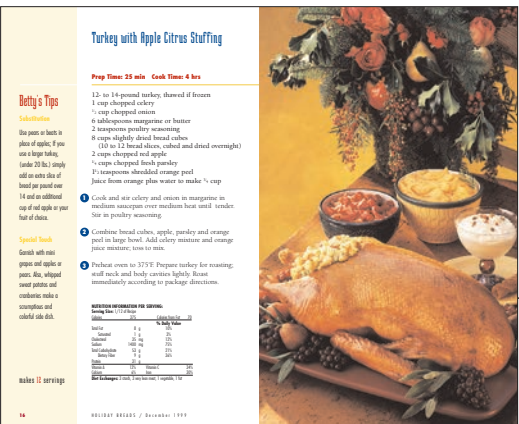
Live Music cover



Betty Crocker cover



Nutrition department



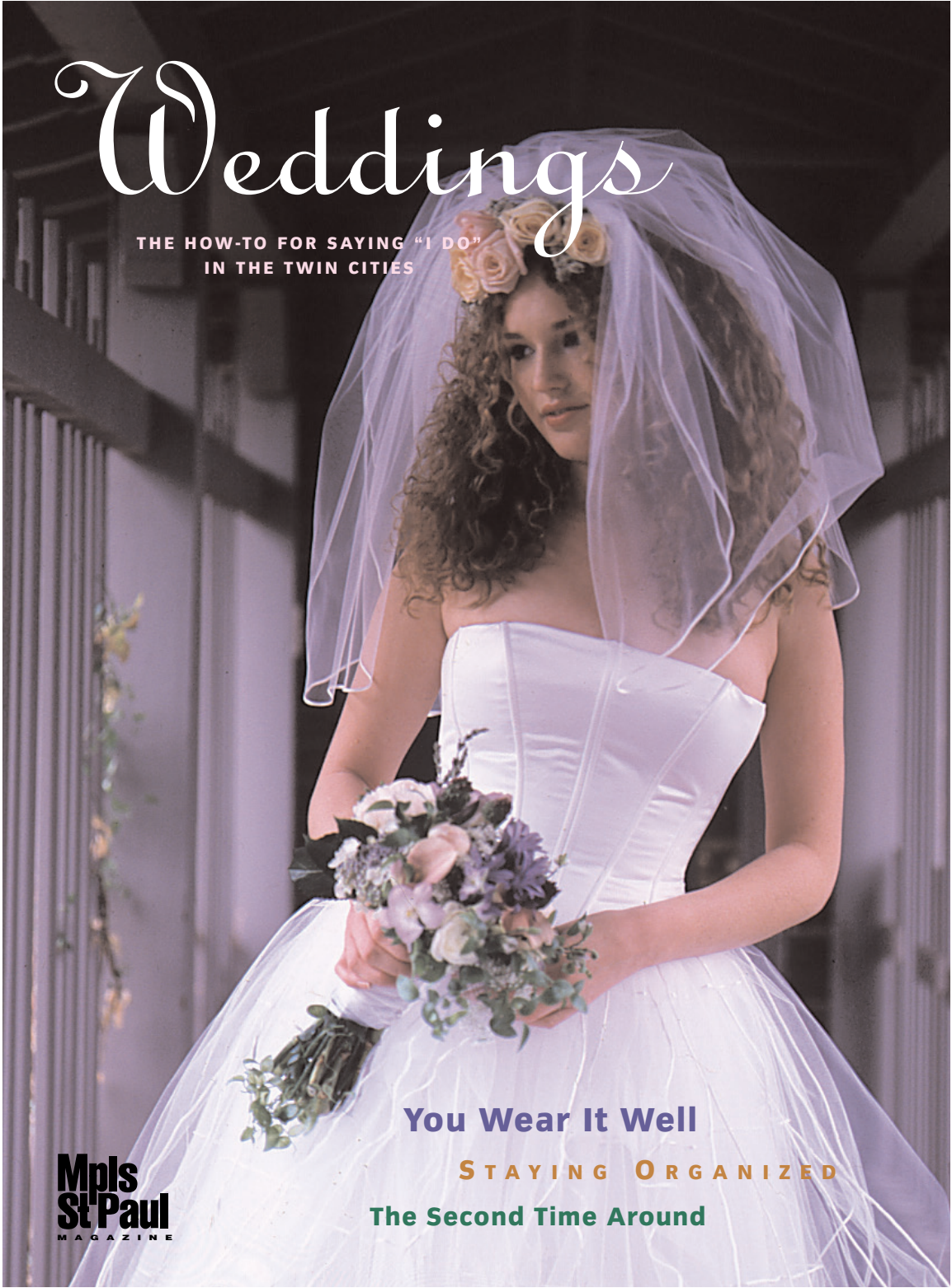
Recipe feature

Live Music feature spread



Overview feature





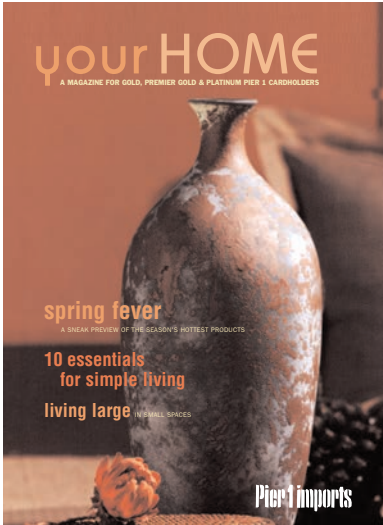




Cover directions



Feature



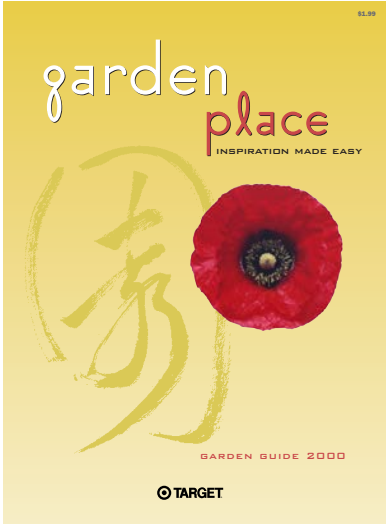
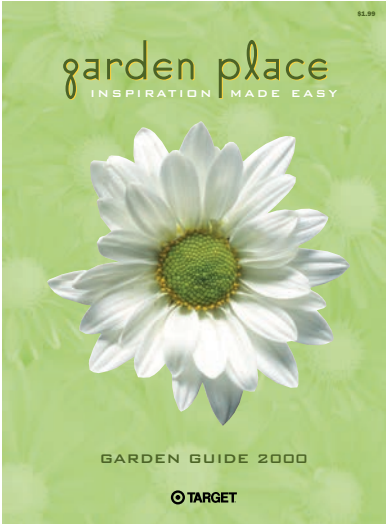
Must Haves department



Finishing Touches back page



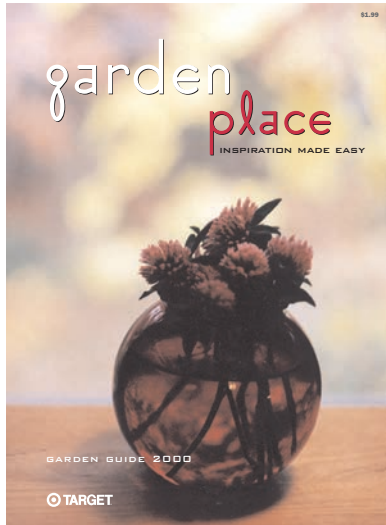
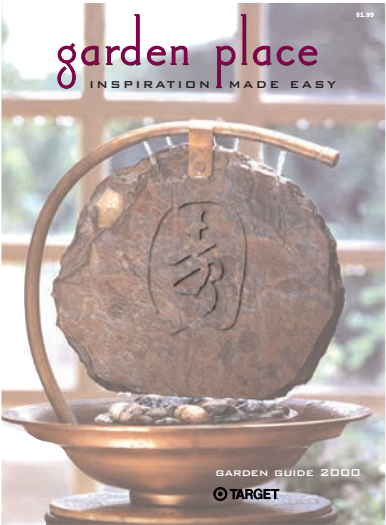




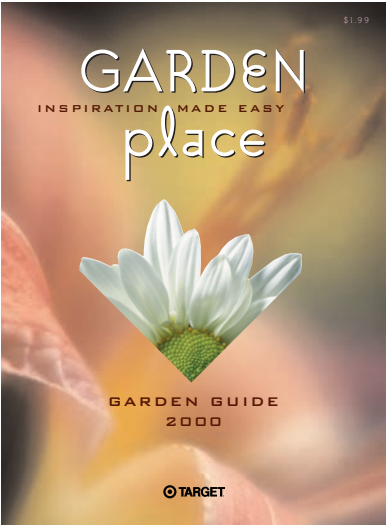
Cover directions



Feature spread



Department spread



Department





**BACKGROUND:** The Utne Reader was founded in the 1970s and became known as the “alternative readers digest.” It gained significant momentum during this era, was single-title published and experienced a niche success. In the 1980s, it started to decline and was redesigned. The redesign missed the demographic target and the magazine suffered further. At this point, Hugh Delehanty, a nationally-known editor, was hired. Hugh, in turn, hired me.

**OBJECTIVE:** Bring a dying magazine back to life.

**SOLUTION:** To do this, I successfully created and executed a design vision that addressed the Utne Reader demographic audience. This redesign brought forth an engaging vitality through the use of design, color, commissioned illustration and photography. During my two years with the Utne Reader, sell-through rose 11%, insert card reply rose 34%, conversions rose 13%, and newsstand sales rose 13%.



Utne Reader covers

By Judith Antonelli On *The Issues*

## THE Goddess MYTH

The "golden age" of female divinities was  
a bad time for women

Once upon a time there was a Great Mother Goddess who was worshipped all over the world. Under Her benevolent care, humans lived in peace with each other and in harmony with nature. Women were honored as Her earthly representative and served as Her priestesses, enacting Her sacred sexual rites in groves and temples as seasonal festivals. One day a band of male warriors with a violent male god invaded this utopia, destroying the Goddess and installing their god as the "one and only" deity. From that day forward, women were subjugated, nature was exploited, militarism was glorified, and sexual repression became the law. This new order is described in the Hebrew Bible.

The feminist spirituality movement was born two decades ago when women who had rejected all the sacred teachings of their traditional religions upon waking themselves to their own sense of spirituality to nourish their souls. A kind, nurturing mother Goddess seemed to fill the void.

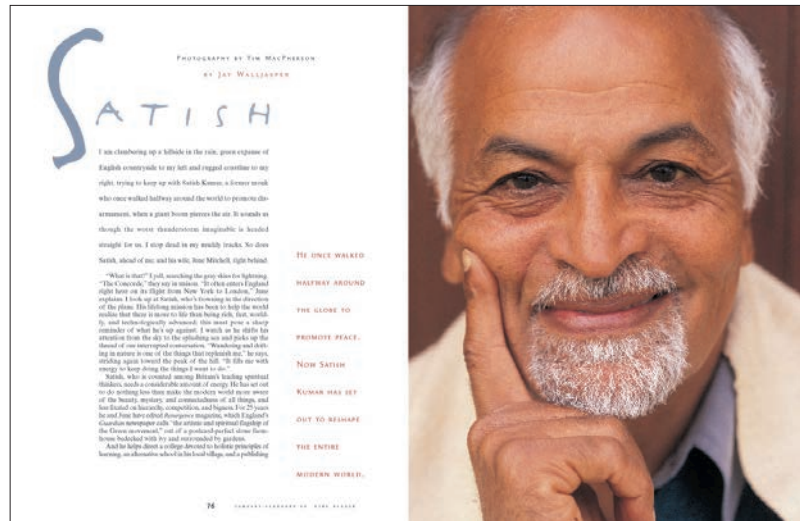
Searching for female images of the Divine, they inevitably turned to ancient pagan goddesses such as Isis of Egypt and Isis of Babylon, and, as the process, adopted the essential notion that the essence that "nourished"

them held women, sexuality, and nature in high regard. Thus the four female deities above came into being. Twenty years later, new soldiers emerged in historical fact, the Yale continues to find the magnitudes of thousands of women looking for an alternative to male-dominated religion.

There's just one problem: The fairy tale isn't accurate. It whitewashes the male supremacy and militarism of ancient paganism, falsely attributing the origin of their phenomena to "the Hebrews." The Hebrew goddesses myth Egypt

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## Feature spreads



Feature spread





**STAR TRIBUNE:**

**BACKGROUND:** The Star Tribune is a nationally recognized newspaper with a Sunday circulation of 800,000. It has been in existence since the early 1900s and has served the upper midwest region with quality reporting and lifestyle publications. It has also been successful in marketing special sections and publications that include a wide range of topics such as home, education, travel and fashion. With the increase of these special publications, there was a need to improve their quality.

**PRINT OBJECTIVE:** Improve the quality of special sections and publications so they would attract more revenue and retain existing customers.

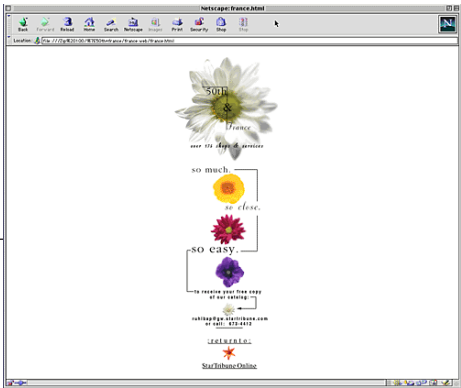
**PRINT SOLUTION:** To do this, I successfully created and executed a redesign for the Minnesota Guide that established a strong visual identity for its eight years of existence. I also developed the visual aspects of other special publications such as Great Vacations and a fashion special section titled Shots.

**INTERNET OBJECTIVE:** Develop a comprehensive Internet visual direction that would service internal and external clients.

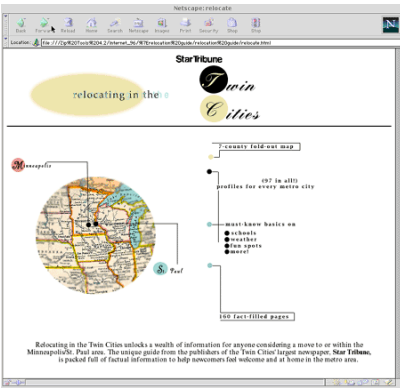
**INTERNET SOLUTION:** Our strategy was to create and maintain a range of service from simple marketing screens to in depth sites. To achieve this, I established a design direction and hired a small staff of designers to support the visual presentation experience.



Minnesota Guide to Rental Property



Internet marketing screens





THIS PAGE: Single-breasted wool tweed sport coat by Hugo Boss, \$525, from Nordstrom. Plaid flannel vest by Arrowhead, \$87.50, from Nordstrom. Olive cotton shirt by Donna Karen, \$175, from Dayton's. Wool/silk tie by Joseph Abboud, \$92.50, from Nordstrom. Olive wool pleated trousers, \$118, Banana Republic. Suede shoes by Walkover, \$120, from Bay Street Shoes.

THIS PAGE: Banded collar cotton shirt by Giorgio Armani, \$135, from Neiman Marcus. Grey ribbed knit shirt, \$28, from J. Crew. Grey wool melton suspender trousers, \$128, and suspenders, \$68, by Giorgio Armani, from Neiman Marcus. Newsboy hat, \$16, from Dayton's. Suede boots by Sketchers, \$124.99, from Track & Trail.











THIS PAGE: Beige and cream narrow-stripe seersucker cotton sport jacket, \$335; striped cotton shirt with wing collar, \$79.50; narrow-stripe seersucker collared pant with beltless waistband, \$97.50; Panama straw hat with grosgrain ribbon band, \$145, all by Polo Ralph Lauren, from Neiman Marcus. White sportswear nubuck shoes by Cole Haan, \$155, from Cole Haan in Gervase Common.

FACING PAGE: ABOVE: Three-button silk sport coat by Donna Karen, \$495, from Dayton's. Blue and taupe stripe linen vest by Willy Rodriguez, \$125, from Dayton's. Khaki honeycomb cotton shirt by Mondo di Miro, \$104.95; linen Cadrice, linen twill dequitting pant by Donna Karen, \$175, from Dayton's. Nutmeg and linen checked by Cole Haan, \$285, from Cole Haan in Gervase Common.

BELOW: Neutral end-moss track-weave soft sport vest, \$279.95; neutral end-moss track-weave linen vest, \$189.95; moss color same full pant, \$169.95, all by J. Renee Barnes, from Cadrice. Cream-knitrum-down banded collar by Haupt, \$109.95, from Cadrice.