

# CONNECTION

A Publication of Lindenwood University for the Alumni

Summer **2016**

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Online*

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*Wilkinson  
Alumni  
Merit  
Recipient*

# PRESIDENT'S MESSAGE

## YEAR ONE FULL OF ACCOMPLISHMENTS



As I begin my second year as president of the Lindenwood University System, I am full of optimism for our future. I'm blessed to be working with such wonderful, energetic colleagues and board members who are making things happen and moving Lindenwood forward. I think back to how it all started in June of last year, meeting with our Alumni Board officers and quickly moving forward with plans to publish this magazine four times per year, instead of three.

We haven't slowed down since then! You see progress each and every day on our \$22 million Library and Academic Resources Center at the front door of our campus. It will be buzzing with students and activity in the next year or so.

In the fall, the Evans Commons and the Spellmann Center will have renovated dining spaces for our students, not to mention amazing food and name brands like Chick-Fil-A and Qdoba and student-friendly meal plans. And on the Belleville campus, Matt's Café is being renovated and will be "like no other."

On the academic side, we have combined the School of Communications and the School of Fine and Performing Arts, as well as the School of Exercise Science and the School of Nursing. And as our Higher Learning Commission visit approaches in 2017, we are creating an Office of Institutional Effectiveness to assist in creating a culture of continuous improvement.

We closed down our old Spirit and Supplies Shoppe and partnered with Barnes & Noble to bring students a convenient and modern way of purchasing books and apparel. One of their top offerings is from Under Armour, a new partner for Lindenwood on our

athletic uniforms. And important for our alumni is the new URL for the Barnes & Noble online shopping experience—shop.lindenwood.edu (Page 4).

A partnership with Gallup led to a meaningful survey of our alumni, and that data will help guide us in our decision-making into the future. We want to further engage our students to give them greater experiences on campus as they move into the job market.

Lindenwood joined forces recently with St. Charles County and donated the Historic Daniel Boone Home to the county (Page 5) for the development of a magnificent county park for all to enjoy.

In Downtown St. Louis, Lindenwood launched an extension site at the majestic Old Post Office building (Page 9).

And in Belleville, the students had an exciting rally to close out the year as President Barger unveiled a new Lynx logo (Page 18). We also created a distinctive new brand and slogan—*Lindenwood Like No Other*, and we are excited to show you in the fall a brand new website that will be full of video and new experiences.

That's just a brief summary of Year One! There's more to come from your alma mater!

MICHAEL D. SHONROCK, Ph.D.  
President, Lindenwood University System

## LINDENWOOD CONNECTION

Values-centered liberal arts education—preparing students for life

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**CONNECTION** is published by the offices of Marketing and Communications and Development at Lindenwood University. Connection is mailed free of charge to Lindenwood alumni. Story ideas are welcome and should be forwarded to Director of Alumni Relations, Lindenwood University, 209 South Kingshighway, St. Charles, MO 63301 or via email at alumni@lindenwood.edu.

CHANGE OF ADDRESS notifications should be sent to the Office of Alumni Relations at the address above. The Alumni Office telephone number is 636.949.4975.

**Kay (Dunham) Wilkinson**  
with her endowed scholarship  
recipient, **Paige Dillaha**,  
at the 2016 Endowed  
Scholarship Luncheon.



## KAY WILKINSON WINS 2016 ALUMNI MERIT AWARD

**Kay (Dunham) Wilkinson ('60) was named the 89th recipient of the Lindenwood University Alumni Merit Award during the university's undergraduate commencement ceremony on May 14 in St. Charles, Mo.**

**The award is given annually to a distinguished individual who attended Lindenwood for two or more years and has established a reputable record of support for the university.**

Wilkinson was born and raised in Quincy, Ill., graduating from Quincy High School in 1956. She earned a Bachelor of Science in office management from Lindenwood in 1960 and had a distinguished career as a legal assistant with top corporate firms in Texas.

"When Cortney Lenk ('99) called to tell me that I had been chosen to receive the award, I was overwhelmed and at a loss for words," Wilkinson said. "I am humbled to receive such a prestigious honor from Lindenwood. My commitment to my alma mater has not been for recognition, but for the love of a special place that has become a steadfast anchor in my life."

Her close friend, Kay (Fellabaum) Hueser ('60), says, "Kay has been our class representative since we graduated and has reported news from our classmates for all of those years. She was the coordinator for our 50th reunion and did an amazing job! I don't know how we would have kept in touch with one another without her help. Lindenwood has a great friend in Kay."

Wilkinson provided financial support for Lindenwood's Doors to the Future campaign, which is supporting the new Academic Resources Center on campus.

In 2014, Wilkinson instituted the Emma Purnell Business Management Memorial Scholarship to benefit a deserving female business student. Named after the instructor who made the biggest impact in her life, the scholarship is for residential students and is renewable for four years.

"Over the years, it has become evident to me that the most important thing I can do is 'pay back' to Lindenwood through participation in its endeavors to remain a first-class university," Wilkinson said. "Whenever I think of my years at Lindenwood, I know that I would not have been able to accomplish the many challenges in life, both professionally and personally, had it not been for the initial foundation provided through a liberal arts education, highly regarded professors, and an administration that cared about students. I loved living on the beautiful Heritage campus."

Wilkinson now live in Quincy, Ill., and is involved with many local groups, including the Quincy Museum, the Great River Genealogical Society, and the Susan Komen Foundation.

**"Over the years, it has become evident to me that the most important thing I can do is 'pay back' to Lindenwood through participation in its endeavors to remain a first-class university."**

*Kay (Dunham) Wilkinson ('60)*



# MOSAIC ADVERTISING STUDENTS WIN NATIONAL COMPETITION

by **CHRIS DUGGAN**

**A team of Lindenwood students has won a national advertising competition sponsored by the American Advertising Federation, besting 10 other teams from all around the country. On June 5, team leader Kelsie Collie represented the team and Lindenwood University in Anaheim at the federation's AdAmerica 2016 conference to accept the award.**

The competition, called Mosaic, is for campaigns that celebrate diversity in national brand advertising. It included several professional categories and one student category. A team from Professor Krista Tucciarone's J-Term advertising class took the top honors. With Collie, the team consisted of Rasmus Asberg, Marina Bach, Kearstin Cantrell, Jaclyn Conley, Yumi Kanemitsu, Nicholas Markus, and Davon Thomas. Collie was selected as leader because she was already a member of the AAF.

For the student category, the teams were to assemble two or more related pieces of campaign media that demonstrated the students' understanding and sensitivity of targeted ethnic audiences and their buying practices and behaviors.

This was the second year the competition has offered a student category, the first of which was won by a team from Miami Ad School in San Francisco. Collie and her group picked the music streaming service Spotify as their brand.

"We talked about a lot of possibilities," Collie said. "With this app, you can hear music from all over the world and see what is popular in other cultures. Spotify had already established itself on a multicultural level."

The group put together a direct mailer, a print ad, an email blast, and an interactive display designed for a bus stop, performing all the creative work themselves. Collie said they chose the email blast to target the desired demographic of 18- to

24-year-olds, and the bus stop display allows the user to hear the current top song in any of a selection of countries around the world.

"Looking at it, I knew it was a strong entry," Tucciarone said. "I was impressed with their work. The brand they picked was great, as was their execution."

Conley said Tucciarone told them as much, but they were not convinced they had a realistic shot at winning.

"The team that won last year went to a big advertising school in San Francisco," Conley said. "We figured there was no way."

In mid-March, Tucciarone emailed Collie, saying, "You have to check your email, now!"

"It was pretty exciting," Collie said.

Tucciarone, justifiably proud of her students, said the contest win is great exposure for the students and for the university, too.



# BARNES & NOBLE OFFERS NEW EXPERIENCE ONLINE AND ON CAMPUS

VISIT US ONLINE:  
[shop.lindenwood.edu](http://shop.lindenwood.edu)



**An improved Lindenwood University bookstore experience is now available thanks to the school's partnership with Barnes & Noble College. Customers can choose to shop through a new online website or at reinvented physical locations on the St. Charles and Belleville campuses.**

"Barnes & Noble has had great success running university bookstores across the country," said Lindenwood University System President Michael Shonrock, PhD. "Lindenwood's Board of Directors is passionate about supporting partnerships

that create the best student and alumni experiences possible."

The St. Charles store opened on April 27, and the new Belleville store will have opened by June 2016. Visitors can explore refreshed store layouts, new merchandise, a wide selection of Under Armour apparel, home décor, electronics, gift items, school supplies, and snacks. Entire sections of the stores, known as Game Day walls, have everything fans need to support their favorite Lindenwood athletic teams.

Textbooks are offered, and students can simply hand their course schedules to an attendant, who will gather the texts required for each class. Used textbooks are sold, and

text rentals are available. For recreational readers, a selection of bestselling fiction and non-fiction books is offered.

Digital shoppers can also purchase Lindenwood merchandise and textbooks online at [shop.lindenwood.edu](http://shop.lindenwood.edu). Shoppers can elect to have items shipped directly to their addresses or to Lindenwood's book store for pickup. Promotions will be offered online and in-store on a regular basis.

Lindenwood is one of 29 higher education institutions with which Barnes & Noble College partners in Missouri and Illinois. Barnes & Noble College partners with 743 campus stores nationwide.

*The Historic Daniel Boone Home.*



*President Michael Shonrock is interviewed by KSDK as County Executive Steve Ehlmann looks on.*



# BOONE HOME AND PROPERTY WILL BECOME A ST. CHARLES COUNTY PARK

**On April 29, in a ceremony at the J. Scheidegger Center for the Arts, Lindenwood System President Michael Shonrock and St. Charles County Executive Steve Ehlmann announced that the university is donating the Historic Daniel Boone Home and surrounding property in Defiance to the county to convert to a county park.**

The gift, amounting to nearly 300 acres, had been ratified by the county council a few days earlier. The county will continue to operate the Boone Home and adjoining Boonefield Village as a tourist site with tours and special events, and the new park will be called Lindenwood Park.

"I am grateful the heritage of the Boone Home will continue," said Shonrock. "We appreciate the partnership of the county and are excited the area will be preserved as a county park."

Ehlmann said the county already is assessing opportunities for expanding current programming on the property, and he said in the long term, the county plans to install amenities like those at other county parks in the adjoining property.

"My enthusiasm for this donation is two-fold," Ehlmann said. "First, it enables us to expand our county park system to provide more green space for outdoor activities, and second, I am thrilled that we will be part of sharing this rich history of our region with others."

Under the agreement, Lindenwood will also continue to offer a variety of academic activities at the site, including field biology, archaeology, history, and recreation leadership classes and activities.

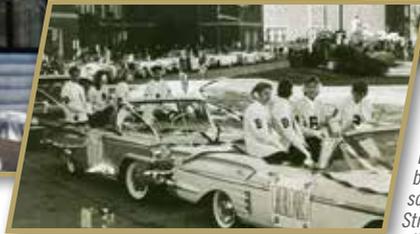
Lindenwood acquired the Boone home in 1998 from a private owner and purchased the additional property over the next several years. The four-story Georgian-style structure was built by Boone's son Nathan with Boone's help. Boone spent his final years in the home and died there in 1820. Boonesfield Village consists of more than 20 additional historic structures, all of which were relocated to the property over the course of several years.

**"...I am thrilled that we will be part of sharing this rich history of our region with others."**  
Steve Ehlmann

**Kay Lippert ('66)** outside of Old Main Hall at Lindenwood University-Belleville, where she graduated from high school when the campus housed Belleville Township High School.



**Lippert** with her long-time friend and college roommate **Ann Fieber-Hays ('66)** of Dallas, Texas. The two have remained close friends for 50 years, often attending many alumni events together.



**Lippert** is pictured among a parade of cheerleaders at Hobo Day 1960 hosted at Belleville Township High School, a tradition that began in the 1950s as an assembly at the school, followed by a large parade down Main Street to the fountain, ending in a large rally in front of courthouse.

# LIPPERT HAS TIES TO ST. CHARLES AND BELLEVILLE CAMPUSES

by JENNIFER FERGUSON

**Belleville native Kay (Fischer) Lippert has seen Lindenwood University evolve into something vastly different since she graduated from the St. Charles campus in 1966. At that time, Lippert, who graduated from Belleville Township High School, said the university was a small all-girls school that looked quite different from the 500-acre campus that is now home to the university.**

"There were a lot of changes going on when I began as an undergraduate," explained Lippert, "but some of the things that stand out to me the most are how supportive and personable the faculty and staff were. It was a great place to be as a young woman in the '60s, and I couldn't be more proud to be a Lindenwood alumna."

Studying elementary education, Lippert said that she was able to complete her degree program in three years, something she says couldn't have been done without the close, intimate culture of the university.

"Lindenwood was and still is a great organization," said Lippert. "Everyone helped me in accelerating the completion of my bachelor's degree, and that's something I'll never forget. Being

able to complete my degree in three years rather than four allowed me more flexibility in my personal life as my husband, who was in the military, was getting ready to be stationed in Colorado."

Lippert said that this kind of close-knit culture at the university extended beyond academic support and into the personal relationships she established as a student. In fact, it is because of Lindenwood that Lippert and her dear friend Ann Fieber-Hays ('66), now of Dallas, Texas, have been friends for nearly half a century.

**"It was a great place to be as a young woman in the '60s, and I couldn't be more proud to be a Lindenwood alumna."**  
Kay (Fischer) Lippert

"I look back and think what a wonderful blessing it was to have Ann as my roommate in college," she said. "Not too many people can say they maintain friendships of 50 years with someone they knew in college."

Since their budding friendship in the 1960s, Lippert and Fieber-Hays have stayed very involved with Lindenwood University through its Alumni Association,

frequenting campus celebrations and alumni events. Fieber-Hays is an active alumna in Dallas, and this summer the two will celebrate their 50-year class reunion in St. Charles.

"I am just so proud to be part of Lindenwood, especially given what the university has done for the entire St. Louis metro area," said Lippert. "Expanding locations across the river into Illinois has done wonderful things for my hometown and surrounding communities."

Lippert said she feels a certain nostalgia when she visits the Belleville campus, since that is where she attended high school. She said she has fond memories of the campus and is so happy the university system invested in the historic location.

"Driving past my old high school and seeing how vibrant it is with students in the front lawn is such a wonderful sight to see," she said. "Lindenwood University-Belleville does so much for our community, boosting economic development and providing closer access to a four-year education for a lot of students. The university is absolutely a positive asset to the community, and I am so proud to be part of an organization that provided me with an excellent education, fond memories and lasting relationships."

Construction is moving along at the **Academic Resources Center**.



# CONSTRUCTION CONTINUES ON THE ACADEMIC RESOURCES CENTER

**The newest Lindenwood building, the Academic Resources Center, is on track for a summer 2017 opening.**

Steel erection is continuing on the building, which should conclude in the next few months. Security cameras have been installed on the premises to help secure construction equipment and supplies. The concrete floors of the building have also been poured and completed throughout the rainy April weather in St. Charles. According to Dean of University Library Services Elizabeth MacDonald, the building is progressing as scheduled.

"Bi-weekly meetings are held to ensure the project continues to stay on track," MacDonald said, "Additionally, bi-weekly meetings are held to identify furniture options for the space. This has become a critical piece of the planning process,

as furniture and technology are so closely tied together. For example, most couches, tables, and chairs have plug-in capabilities. If we choose couches that need access to data and power, there needs to be adequate floor boxes to accommodate that need. It can get pretty tricky."

MacDonald said that the staff of the Butler Library is excited about the upcoming move.

"We are already planning for staffing and workflow changes and how it will fundamentally change the way we do our jobs," she said. "It's extremely exciting!"

After breaking ground on May 21, 2015, construction officially began July 1, 2015. The 100,000-square-foot structure will not only offer traditional library services but will utilize community spaces, classrooms, a theater with a capacity of 70-80 people,

workspace for adjunct instructors, a full-service media lab with audio and video production capabilities, student and academic support services, career services, English as a Second Language, International Students and Scholars, Lindenwood Online, a 24-hour coffee shop, and more. The Academic Resources Center will not only feature state-of-the-art technology for students, faculty, and staff, but its unique glass frontage will utilize "sage glass" in certain areas, which allows for areas to be lightened or darkened using glass instead of using of shades or other sun screening methods.

MacDonald said, "This is going to be a state-of-the-art facility that will provide spaces, services, and technologies in a way that our students have not experienced in the past, and it will truly be 'like no other' space on campus."

## ABBOTT APPOINTED TO TOP ACADEMIC POST



Provost **Marilyn Abbott** at commencement.

**Dr. Marilyn Abbott has assumed the role of provost and vice president of academic affairs. Abbott had been serving as interim provost since spring 2015.**

Abbott has been employed at Lindenwood for 18 years and has served in a variety of academic roles as dean of sciences, associate provost, and interim provost. She has 10 years of experience in research and development with Anheuser-Busch Companies, Inc. She earned her Ph.D. in biological sciences from Purdue University, and an A.B. in biology from Indiana University.

"Marilyn has great passion and significant experience," said System President Michael Shonrock. "She has demonstrated effective leadership as interim provost, and she will be a very

effective advocate and voice for our faculty and our students."

Shonrock said Abbott's academic leadership has created momentum in many areas across campus, from the campus master plan to development of Lindenwood's new brand and the university's Like No Other leadership development program.

"President Shonrock has very high expectations for the Provost and the academic deans as far as leadership and planning for the future," said Abbott. "The opportunities we are being offered are very exciting."

Abbott said that working with the academic deans and faculty to manage the number and variety of changes being implemented has been, and continues to be, the greatest challenge so far as provost. However, there have been successes with the academic deans.

"Dr. (Deb) Ayres and I have been able to work with the academic deans to redesign how they manage the administrative work in their schools so that they can take on the challenges of preparing their faculty and programs for future opportunities," Abbott said.

Several projects are on deck for Abbott and the academic affairs team this summer, including redesigning the New Student Engagement & Retention programs, establishing an Office of Institutional Research, and creating a "more robust" new faculty orientation program.

"I am really enjoying the great opportunity that President Shonrock has offered me to engage with our faculty and staff to re-envision Lindenwood University as it has the potential to be and to work together toward that goal," Abbott said.



# “TUCC”

## TUCCIARONE AND HER STUDENTS RACK UP ACCOLADES

by **CHRIS DUGGAN**

**Dr. Krista Tucciarone’s students have a way of succeeding.**

Tucciarone, or “Tucc” to her students and colleagues, program chair of Advertising and Public Relations: Corporate Communications at the St. Charles campus, joined the faculty at Lindenwood University in fall of 2014 and quickly established herself as a favorite of the students, garnering the Professor of the Year Award from the Lindenwood Student Government Association after her first year.

Prior to coming to Lindenwood, she was on the communications faculty at the University of Missouri—St. Louis, where she taught for 15 years and single-handedly built the advertising program. Dr. Joe Parisi, vice president for enrollment management, reports that when she came to Lindenwood, several transfers from UMSL came with her.

“I think that speaks volumes,” Parisi said. “It’s pretty telling that her students wanted to continue with her as their academic adviser.”

She said she was drawn to Lindenwood because of its reputation as a teaching university and for its focus on the students.

Her students have responded, racking up an impressive number of achievements in a short while. They have won four St. Louis ADDY Awards, and three of her students in two years have been selected most promising multicultural student by the American Advertising Federation; only 50 are selected nationwide each year. Twenty of her students have graduated with Alpha Delta Sigma, the only national advertising honor society in the world, and one student was awarded a \$1,000 scholarship from the AAF’s Ad Club St. Louis. Her students have competed twice in the AAF’s National Student Advertising Competition and, most recently, a team of her students won the AAF’s national Mosaic advertising competition. (see story on page 4)

She has kept busy on her own work as well, publishing two manuscripts in *College and University* on the effect of advertising internships on enrollment and the impact of celebrity endorsers. Also, her research was recently cited in a BBC online article on the influence that Hollywood has on international students’ college choices. The article has had more than 2 million views.

Prior to her academic career, she worked for the direct marketer DIMAC Direct and at an advertising and public relations agency. Tucciarone earned at UMSL a PhD in education leadership and policy studies in 2005, raising eyebrows by using the National Lampoon film *Animal House* as the focus of her research. For this, the *Post-Dispatch* later included her in an article on the use of pop culture as a research tool. She confesses a love for the film, evident from her *Animal House* coin purse and the movie’s poster hanging on her office wall.

While she will continue to be active publishing in her field, she said her primary focus remains on her students and their success.

“I like research, but my first priority is that I’m educating tomorrow’s workforce,” Tucciarone said.

**“It’s pretty telling that her students wanted to continue with her as their academic adviser.”**

Dr. Joe Parisi, Vice President for Enrollment Management

# LINDENWOOD'S DOWNTOWN OLD POST OFFICE LOCATION OPENS

Lindenwood University this spring celebrated the grand opening of its new Downtown location at St. Louis' Old Post Office. With 18 classrooms in 32,000 square feet of space, Lindenwood is the historic facility's major tenant. Accelerated Degree Program classes already are being held there, as well as graduate education classes. Other uses will be announced soon.



Board of Directors Chairman **Jim J. Shoemake** cuts the ribbon with (from right) Lindenwood System President **Michael Shonrock**, Court of Appeals Judge **Kurt Odenwald**, DFC Group President **Steven Stogel**, DESCO Chairman **Mark Schnuck**, and St. Louis Mayor **Francis Slay**.



**Slay** commends Lindenwood for investing in higher education downtown.

**Schnuck** addresses the crowd of 175.



# MAY GRADUATION

More than 1,240 happy Lindenwood University students participated in the graduate ceremony Friday, May 13, and the undergraduate ceremony Saturday, May 14, at the St. Charles Family Arena.



*Lindenwood VA certifying officer **Kristine Sieve**, left, with St. Louis area ROTC coordinator **Chad Callis**, and graduate **Stephen Koenig**.*



***Amanda Schimpke** shows off her diploma.*





*Shenell Randall is a proud alumna*

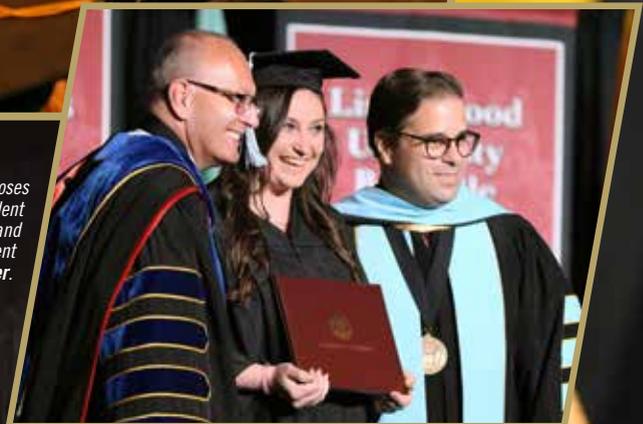


*Mother and daughter Debra and LaDonde' Pulley were recognized with President Michael Shonrock as they received their degrees together.*

Photos by Don Adams Jr.

# BELLEVILLE COMMENCEMENT

More than 350 graduate and undergraduate students from the Belleville campus participated in May Commencement exercises at Collinsville's Gateway Center on Sunday, May 15.



*Chelsea Basson poses with System President Michael Shonrock (left) and Belleville Campus President Brett Barger.*

*Missy Robinson performs the new Lindenwood University-Belleville alma mater at May Commencement in Collinsville, Ill.*



## BELLEVILLE CAMPUS ALMA MATER SONG UNVEILED

**Lindenwood Belleville now has its own alma mater song, thanks to Professor Marsha M. Parker ('71 and '87) and Assistant Professor Nick Moramarco ('11).**

Two years ago, Jerry Bladdick, Belleville campus president at the time, and Parker discussed the need for the Belleville campus to have its own alma mater. Parker offered to create one, as she had done for the St. Charles campus, "O Lindenwood," years earlier. She wrote the lyrics and Moramarco crafted the melody.

"The impetus for creating the song is to have a way to honor our institution of higher learning and express what it means to alumni as well as faculty and staff," Parker said. "It transcends classes, majors, and athletic endeavors and speaks to the community of Lindenwood Belleville over time."

Bladdick retired in 2015, and the finished song sat in a filing cabinet until this year when Parker told current Belleville Campus President Brett Barger that she and Moramarco had composed a Belleville alma mater. Moramarco made a recording, and Barger approved.

The Belleville Alma Mater, "O Lindenwood of Belleville," debuted at the campus' Commencement ceremony on Sunday, May 15, 2016.

Moramarco said he enjoyed collaborating with Parker on the song.

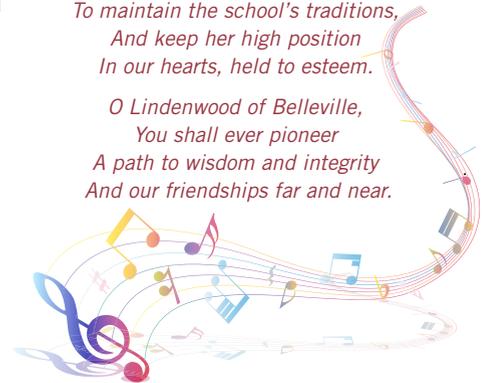
"It was easy to find a fitting melody to her extremely poetic lyrics," Moramarco said. "I tried to create a tune that was both proud and reverent and would stand up over the long term. It was an honor to be part of the creation of what may be a lasting part of the campus legacy."

### O LINDENWOOD OF BELLEVILLE

*O Lindenwood of Belleville  
We enter these hall of learning  
With a deep abiding yearning  
To begin our epic journey  
To a future unforeseen.*

*It's our duty and our mission  
To maintain the school's traditions,  
And keep her high position  
In our hearts, held to esteem.*

*O Lindenwood of Belleville,  
You shall ever pioneer  
A path to wisdom and integrity  
And our friendships far and near.*



**Jennifer Ferguson**



## NEW ALUMNI DIRECTOR JOINS TEAM AT LINDENWOOD BELLEVILLE

**Lindenwood University-Belleville has announced the addition of a new director of alumni relations and special events, Jennifer Ferguson.**

In this role, Ferguson will develop and execute communications strategies, develop alumni programming and special events, and work closely with university development efforts.

"Jennifer's experience in higher education will make her an asset to our growing university," said Lindenwood University-Belleville President Brett Barger. "Our students, faculty, staff and community will benefit from the education and experience she brings to the table."

Prior to joining the university, Ferguson worked as an account executive for an educational public relations firm based in Madison, Wis., C. Blohm and Associates. Before that, she was the marketing and public relations coordinator at Lake Land College in Mattoon, Ill. Ferguson earned a Master of Arts degree in leadership development from Saint Mary-of-the-Wood College in Terre Haute, Ind., and a Bachelor of Science degree in news editorial journalism from the University of Illinois at Urbana-Champaign.

While a central Illinois native, Ferguson lived in the Metro East after college and has family and friends in the area.

"I'm so excited to be back in the Metro East as part of the Lindenwood family," said Ferguson. "I've seen the impact the university has had on Belleville and

surrounding communities and I am looking forward to being part of that and assisting with Lindenwood's growth on this side of the river."

Ferguson intends to establish Lindenwood University-Belleville alumni-specific programming to more fully engage graduates.

"I think there are a lot of opportunities to build traditions through networking, activities, and events while celebrating and promoting Lindenwood University-Belleville pride," said Ferguson. "Although the alumni programming at this campus is still in its infancy, in the short time I've been here, I've met a lot of people who express interest, as alumni, in supporting the university."



Ben Holtmeyer ('16)  
at his new job.

# HOLTMAYER FINDS CAREER PATH IN ADVERTISING

by BRIAN VORCE

**When Ben Holtmeyer ('16) enrolled at Lindenwood University in August 2012, his emphasis was in broadcasting. However, after adding an emphasis in media management and sales as a senior, Holtmeyer would take a course that changed his career direction.**

Holtmeyer, who graduated with his bachelor's in mass communications this spring, took Buying and Selling Media as part of his media management and sales emphasis, and the class lit a fire in Holtmeyer.

"I could have graduated a semester early, but I liked college and I wanted to learn more and to pick up skills that would make me more marketable," Holtmeyer said. "Just a couple of sessions of the Buying and Selling Media class and I was really pumped about that side of the business."

Holtmeyer was already working in the broadcasting industry and had experience on the sales side. Starting September his freshman year, Holtmeyer worked part-time as a member of Hubbard Broadcasting's "Street Team," a group of brand ambassadors who would set up radio broadcasting equipment at remote sites and aid in raising excitement for special events. After taking the media sales

class, Holtmeyer approached his boss at Hubbard, Kim Grant, about getting into media sales.

"I'd been waiting for him to make the switch to the sales side," said Grant, Hubbard's director of digital brand strategy.

**"I was able to do everything I wanted here and also progress at it. That's what made Lindenwood special."**

Ben Holtmeyer, '16

Grant set up weekly meetings with Holtmeyer to give him more experience in the field of media sales, and when a position opened in Grant's department, she encouraged Holtmeyer to apply. On May 10, four days before his Lindenwood commencement, Holtmeyer signed on as a full-time digital strategist for Hubbard. His first day was the following Monday.

"The most appealing part was that I would have a career path in the works," Holtmeyer said. "It was such a relief that I would start a career job two days after graduation."

Holtmeyer will market Hubbard radio stations 92.3 WIL, 106.5 The Arch, and 101 ESPN, plus a digital agency called 2060 Digital using social media, various websites, promotions, and data analyzation.

Growing up, Holtmeyer had many career ambitions, including meteorology, architecture, and drumming (he had lessons since age 6). One day, while he was playing MVP Baseball 2005 on his PlayStation, Holtmeyer's father suggested a different career path.

"It was funny," Holtmeyer said. "I started doing play-by-play to my own baseball games on my PlayStation, and my dad said, 'Have you ever thought about doing something like that before?'"

Holtmeyer did commentary for basketball and other sports in high school before enrolling at Lindenwood with a broadcasting emphasis. He expected to do even more at the college level.

Holtmeyer broadcast sports, learned television news, drummed in the marching band and jazz band, worked as a DJ for 89.1 The Wood, marketed for Hubbard's "Street Team," and interned for the St. Louis Cardinals.

"I was able to do everything I wanted here and also progress at it," said Holtmeyer, a native of Washington, Mo. "That's what made Lindenwood special."

2015 Athletic Hall of Fame inductee **Jamie Dregallo Johnson ('73)** (far right) and friends celebrate with Professor Emeritus **John Wehmer** (second from left) at the 2015 Homecoming Alumni Reception.



# HOMEcomings AND REUNION 2016

Plans are underway for the 2016 Homecoming and Reunion to be held on **October 21-23**. The theme of this year's parade and student Homecoming activities is "Homecoming is Out of This World," while the Alumni Association will continue to celebrate its rich history and tradition with the theme "The Legacy Continues."

The class of 1966 will celebrate its 50-year reunion and will be honored with many special events and activities. In past years, activities have included receptions at the Lindenwood House, building dedications, campus tours, and much more. If you are interested in a department reunion or a class or decade get-together, please contact the Alumni Relations Office at 636.949.4975 or [alumni@lindenwood.edu](mailto:alumni@lindenwood.edu).

Here are a few of the *great* events you can attend:

#### Thursday, OCTOBER 20, 2016

- Homecoming and Lip-Sync Contest

#### Friday, OCTOBER 21, 2016

- Alumni registration
- Alumni and Faculty Emeriti Reception
- Campus tours
- Various department lectures
- Fashion Design Reception
- Class of 1966 50-Year Reunion Dinner
- Various athletic competitions

#### Saturday, OCTOBER 22, 2016

- Breakfast with the President
- Alumni Association meeting
- 2016 Homecoming Parade
- Open House at the Alumni House
- Barbecue luncheon and tailgate
- Lions football game
- Crowning of Homecoming King and Queen at halftime
- Various athletic competitions
- The 2016 Athletic Hall of Fame Dinner

#### Sunday, OCTOBER 23, 2016

- Softball Alumni Reunion Game and recognition
- Baseball Alumni Reunion Game and recognition

T-shirt, lunch, and football ticket bundles will be available this year for \$20.

Get a group together and join us in the parade! Make a float, decorate your truck, or just walk together as a class. We are always looking for classy convertibles to show off our Homecoming Court and our dignitaries. **If you would like to drive your vehicle in the parade**, please contact Nicole Cornwell at 636.949.4717 or [ncornwell@lindenwood.edu](mailto:ncornwell@lindenwood.edu) to get involved.

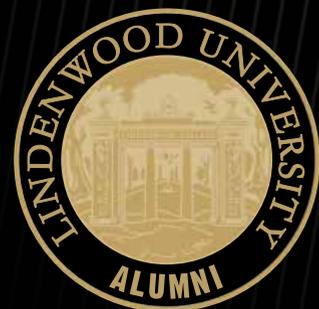
**If you would like to volunteer**, there is need for alumni parade judges, tour guides, and parade drivers. Contact Michelle Giessman at 636.949.4975 or [mgiessman@lindenwood.edu](mailto:mgiessman@lindenwood.edu).

# NEW ALUMNI PINS UNVEILED AT COMMENCEMENT

Traditionally, when Lindenwood students cross the stage at graduation, they are also crossing over to a new status as members of the Lindenwood University Alumni Association. As they exit the stage, they are greeted by members of the Alumni Association Board, who welcome them into the association and present them with alumni lapel pins.

This year, the association unveiled a new pin design, which features the beloved Alumnae Gate surrounded by a Lindenwood University alumni border. The St. Charles campus pins are in the traditional black and gold, while the Belleville pins are pewter and black.

The creation was a collaboration between the President's Office and the Lindenwood University Alumni Association.



*Synchronized swimming*



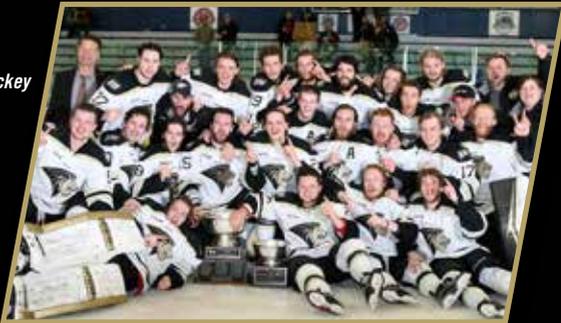
*Roller hockey*



*Cheerleading*



*Men's hockey*



*Shotgun sports*

# MULTIPLE STUDENT LIFE SPORTS TEAMS WIN NATIONAL TITLES

**The 2016 spring semester proved to be another one full of tremendous accomplishments for the Lindenwood Student Life Sports, with six programs winning national titles.**

**Men's ice hockey** was crowned the 2016 American Collegiate Hockey Association Men's Division I national champion with a 2-1 victory over Iowa State March 8 in Bensenville, Ill. The title marked the third overall title for the program and the first since 2010.

In April, **shotgun sports** captured its unprecedented 13th straight national title at the ACUI Collegiate Clay Target Championships in San Antonio, Texas.

The team won by a total of 68 targets with an overall score of 2262/2350 and won all six Division I team titles in American Trap, American Skeet, International Skeet, International Trap, Five Stand, and Sporting Clays.

**Synchronized swimming** won its second consecutive U.S. Senior High Point Championship in Mesa, Ariz., April 6-9. The team swept every event, taking gold in Solo, Duet, and Team, which was a historical moment in the eight-year history of the program.

On Friday, April 8, **cheerleading** captured the Intermediate Small Coed Division II title at the NCA/NDA Collegiate Cheer and Dance Championships in Daytona Beach, Fla. It was the second year in a row that cheerleading emerged victorious,

and it was the third overall championship for the program.

With a 4-3 win over the Michigan State D3 team on April 10, the **roller hockey Gold Squad** captured its sixth consecutive title at the National Collegiate Roller Hockey Association Division III National Championships in Cedar Rapids, Iowa.

**Synchronized skating** earned its third consecutive collegiate crown at the ISI Synchronized Skating Championships April 9-10 in St. Peters, Mo.

The **Student Life Sports** have now combined to win over 55 national team titles for Lindenwood.

# NEW VICE PRESIDENT FOR ATHLETICS **WACHLER** TO TAKE REINS



**Brad  
Wachler**

**A new era of Lindenwood athletics will begin on July 1 when Brad Wachler begins his job as Lindenwood's vice president for intercollegiate athletics.**

"It is my desire to build Lindenwood into a preeminent power in Division II," Wachler said. "There is a strong foundation in place. Lindenwood has some of the nicest facilities in the country, well-rounded students, and a visionary president who is committed to the success of intercollegiate athletics."

Wachler comes to St. Charles from NCAA Division I Central Michigan University. He was the senior associate athletics director there. He ran the day-to-day operations within the athletics department and has vast experience in finance, strategic planning, compliance, and risk management. He ran the business and legal affairs operations at Central Michigan and had primary sport oversight of the football, men's basketball, and baseball programs.

Wachler spent some time at Lindenwood in April, meeting coaches, administrators, and staff. He says he will focus on winning at Lindenwood—on the playing field and in the classroom, as well as in the community.

"Our student-athletes will consistently compete for conference and national championships," he said. "And we will achieve great success in the classroom and will be fully engaged in both the St. Charles and the metropolitan communities."

Wachler received a law degree from Wayne State University, has a master's in kinesiology from Indiana University, and has a bachelor's in kinesiology from the University of Michigan.

Also joining the Lindenwood athletic family will be Wachler's wife, Melissa, and their four children.

# NEW ALUMNA HENSLEY NOT HANGING UP HER SKATES

**Lindenwood women's hockey goalie Nicole Hensley received an early graduation present this spring. After a playing career that saw her become the first women's collegiate goalie to make over 4,000 saves, Hensley earned a spot on the United States national team for the IIHF Women's World Championships.**

Hensley was one of three goalies on the national roster for the World Championships, which were held on March 28-April 4 in Kamloops, British Columbia. Hensley and the United States

went undefeated at the tournament and captured the gold medal with a 1-0 overtime win over Canada.

The highlight of the tournament for Hensley was seeing her first playing action on the national team. Hensley earned the start in pool-play action against Russia and picked up a shutout in her game. She faced 16 shots and turned each one of them away. Her offense helped her out with three goals in the first period, and then the United States scored five times in the third period for an 8-0 win.

"It was an incredible experience to put on the jersey for the national team for the first time," said Hensley in the *Denver Post*. "It's definitely something you think about when you're a little kid but never really

think it's going to happen. It was nice to see the hard work paying off over all the years. But there's still more work to be done, more goals to reach."

Hensley's strong performance will help as she strives to reach her ultimate goal of making the United States team for the 2018 Olympics in PyeongChang, South Korea. While she is working towards that goal, she will continue to help the Lindenwood women's hockey team as a graduate assistant coach.

Hensley ended her collegiate playing career with 4,094 saves, a 2.98 GAA, and a .921 save percentage. She was a four-time all-conference selection and off the ice was an Academic All-American.



# NEW LYNX, NEW LEVEL OF EXCITEMENT IN BELLEVILLE

**The Lindenwood University-Belleville campus has a fresh, new Lynx logo to move into the next school year.**

In front of a capacity crowd inside Lindenwood Auditorium, Lindenwood University-Belleville President Brett Barger, the Athletic Department coaching staff, and Student-Athlete Leadership Team members revealed the logo to eager student-athletes.

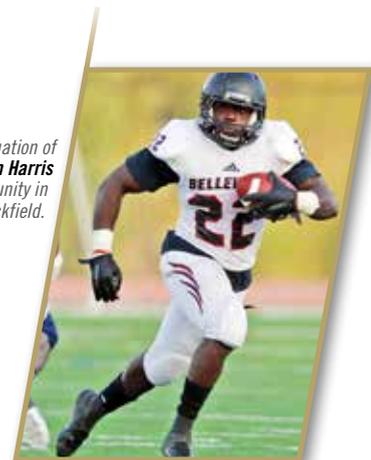
"The excitement, passion, and devotion to being a Lynx that was on display at the reveal was energizing for me and everyone present," said Barger. "I was so pleased to have so many student-athletes approach me at the event and during the week following, expressing their sincere appreciation that we would listen to them and develop a logo of this quality that matches their own feelings of pride in being a Lynx."

He added, "I can hardly wait for the fall semester to see all this excitement translated into success on the field of

competition and in the stands. Of course, we have surprises in store that will add to this overall energy."

"We needed a fresh and contemporary look for the Lynx," said Interim Director of Athletics Annie Reis. "The new brand matches the quality of our athletics programs and is a representation of where our programs are headed. We know that our student-athletes and fans will be equally excited."

*The graduation of **Kam Harris** opens up an opportunity in the Lynx backfield.*



# FOOTBALL HOPES TO TURN AROUND IN '16

**With its spring season now complete, the Lindenwood University-Belleville football team has its eyes set on building on its 4-6 record last year and becoming a force to be reckoned with in the Mid-States Football Association.**

"The spring season was very productive for our team," said Head Coach Dale Carlson. "Our players have a better understanding of our offense and defense after our 15 practices."

The Lynx released the 2016 schedule, and they'll play six games in front of the home crowd at Lindenwood Stadium. Its schedule, however, will be somewhat of a challenge as the Lynx will face four teams that are ranked in the NAIA Preseason Top 25 Poll.

"I am looking forward to seeing how our team reports in August," said Carlson. "I've challenged our players to continue to make strides in their strength and conditioning. This is the next critical step for our team to become competitive at the top of the MSFA."

The team will get its season underway on the road when it pays a visit to Siena Heights University on Sept. 3. The Lynx home opener will be the following weekend on the Sept. 10 against Olivet Nazarene University.

# ALUMNI NEWS & NOTES

## '80s



**David Hoover ('86)**, the chair of the University of New Orleans Department of Film and Theatre, has won the Association for Theatre in Higher Education (ATHE) Prize for Teaching Innovation. This prize is awarded to an individual in each of the eight regions of the Kennedy Center American College Theatre Festival who demonstrates the ability to discover new pathways for student success in the field of theatre. Hoover's work has been featured in numerous festivals and venues, and he has taught in Mexico and Italy and lectured at the Universite' de Sorbonne in Paris.

## '10s

**Katherine Mary Kolisch ('12) and Andrew Flett ('14)** were married Feb. 20, 2016. Kolisch is an attorney at Danna McKittrick, and Flett is a special education teacher at Louisiana High School. The couple resides in St. Charles, Mo.

## '00s



**Travis Mears ('09 and '10)** competed in the Special Sporting Clays event at the 2016 Association of College Unions International Collegiate Clay Target Shooting Championships with a team made up of coaches, alumni, and family members of the Lindenwood Shotgun Sports teams. Alumni and coaches participated in this event to raise money for student scholarships. The team captured the 2016 championship trophy.

From Left to Right: Kevin Miller (Bradley Miller's Father), David Phillips-Assistant Coach (Justin Phillips Father), Damien Giles (Assistant Coach), Mike Sargeant-(Cody Sargeant Father), Travis Mears-(LU Shotgun Sports & Alumni), Todd Walter-(Chase Walter Father), Shawn Dulohery-(Director/Head Coach), Steve Wirth-(Assistant Coach), Darrell Stone-(Bryan Stone Father), Dick Mavis-(Morgan Mavis Father), Brandon Stone & Harold & Reva Reed-(Bryan Stone Brother and Grand Mother & Father).



**Dr. Erica Patton ('14)** completed her chiropractic studies and graduated from Logan University in December 2015. She has accepted an independent contracting position at the Back and Neck Center of Sunset Hills, located off Lindbergh Road, near O'Leary's Restaurant. Originally from Frontenac, Kan., she began her studies

at Lindenwood in 2009 in the 3+3 program with Logan University. She lives in St. Louis.

**Josh Kesel ('15)** started Premier Pitching and Performance (P3) in South St. Louis County in the summer of 2014 with partner Brian Delunas after working with a local high school summer program for four years. The business offers pitching assistance and strength and conditioning for area athletes and is currently working with over 80 high school- and 20 college-level athletes. In addition to pitching program, they work with volleyball, basketball, football, hockey, lacrosse and track and field athletes.

## IN MEMORIAM

Please be aware that the names listed in the In Memoriam section are of alumni that may have passed within recent months or within the past couple of years.

**Marietta (Hansen) Hunsche ('34)**, St. Louis, Mo.

**Dorothy M. Berger ('43)**, Atchison, Kan.

**Lawrence Charles Elam, Sr. ('84)**, Sun City, Ariz.

**Beugre Francois Daniel "Kitoko Dan" Memel ('15)**, St. Louis, Mo.

*Communications Dean Mike Wall with Ron Watermon and President Michael Shonrock.*



## RON WATERMON RECEIVES LINDY AWARD

Ron Watermon, vice president of communications for the St. Louis Cardinals, received the 2016 Communications Alumnus of the Year award March 27 at the 11th annual Lindy Awards, presented by the Lindenwood University School of Communications.

Watermon graduated in 1989 with a bachelor's degree in communications. Watermon will celebrate 15 years with the Cardinals in September.

# WELCOME, GRADUATES, TO THE ALUMNI ASSOCIATION

by **JUDY FORSTMANN BROWN ('67)**  
President, Alumni Association

**Graduation is always a special time at Lindenwood University. Our May 2016 ceremonies were no exception. The new graduates were excited to receive their diplomas, parents were beaming with pride, and friends and family were sharing in the joy of the day.**

Members of your Alumni Board were present at each of the four graduation ceremonies to distribute the new Lindenwood Alumni pin to each of the graduates as they exited the platform. We congratulate our newest alumni and wish them continued success as they begin their careers or continue their educational pursuits.

Congratulations also to Kay Dunham Wilkinson, class of 1960, who was selected as the 2016 Alumni Merit Award recipient. Kay enjoyed a successful career in business and is a lifelong supporter of Lindenwood. She could not have been more pleased, excited and overwhelmed at being selected (see page 3 for a feature article on Kay).

Lindenwood University-Belleville recently welcomed Jennifer Ferguson as the new alumni relations and special events director. Jennifer brings a wealth of experience and expertise in alumni relations, and her reputation as an accomplished writer precedes her. Look for her contributions in this issue of *Connection*.

**We congratulate our newest alumni and wish them continued success as they begin their careers or continue their educational pursuits.**

It is also time to mark your calendars for Homecoming and Reunion Week-End Oct. 21 and 22. This year, the class of 1966 will celebrate its 50-year reunion. Alumni from other class years are encouraged to gather to celebrate as well. Along with the traditional football game, the Alumni Office is planning numerous activities for a fun-filled, enjoyable weekend.



As a special feature, our 2016 Alumni Merit Award winner, Kay Wilkinson, will be the grand marshal of the parade Saturday morning. We hope to see many of you return to reminisce and renew friendships with classmates, dorm mates, and former professors.

Please share your latest news with the Alumni Office ([alumni@lindenwood.edu](mailto:alumni@lindenwood.edu)). We are always happy to hear of the many accomplishments, achievements, and life moments of our distinguished alumni.

***I hope to see you on campus soon!***