

# linden word

vol. 2, no. 3

fall '85

## Retirement community planned for 50 acres of college land

Lindenwood College is engaged in selling 50 acres of land adjacent to its main campus in St. Charles for the proposed construction of an \$80 million retirement community to be constructed in several phases during the next 10 years.

The project is a joint venture of Paul Londe & Associates of St. Louis and Community Investing & Development Corp. of St. Louis, a division of Community Federal Savings & Loan. Architecture is by the Hoffman Partnership, Inc., a St. Louis-based architectural and planning firm.

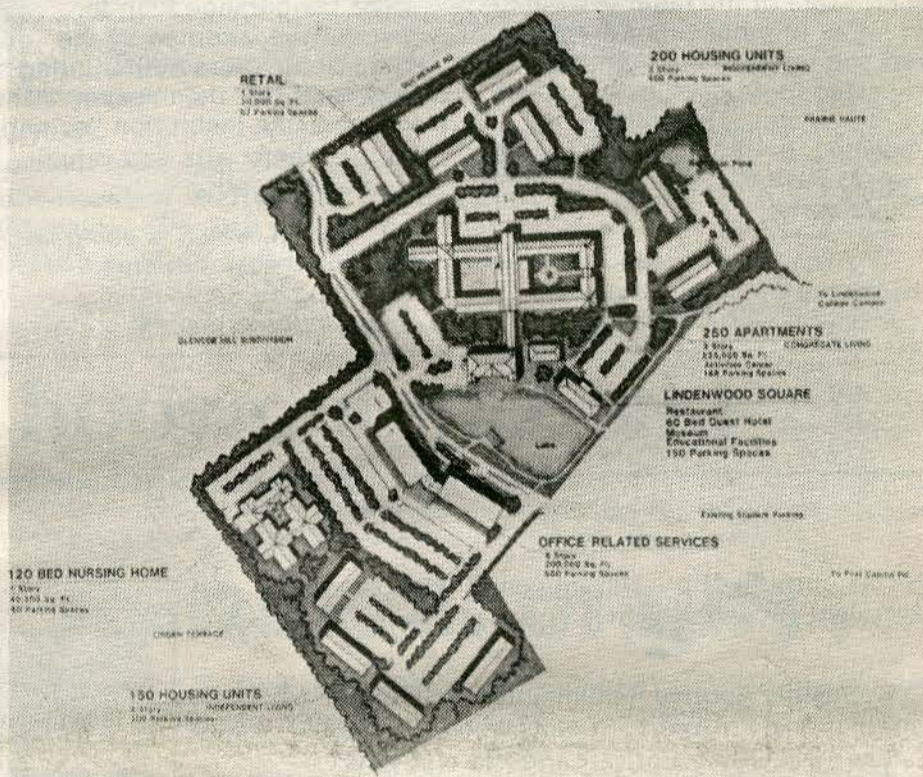
To be known as Lindenwood Village, the project will consist of 600 housing units in three-story buildings; a five-story office and medical complex containing 200,000 square feet; a one-story retail structure; a one-story, 120-bed nursing home; and Lindenwood Square, which will consist of a restaurant, a museum, an auditorium, a 60-unit guest hotel and education and teaching facilities to be utilized by Lindenwood College.

Following the recent approval, construction on the first phase of the project is to begin in the spring of 1986. With a 12-month anticipated completion date, the first phase is valued at \$15 million. It will consist of the guest house, museum, auditorium and classroom facilities of Lindenwood Square, 150 residential units and office space.

Included in the development will be the Institute for Intergenerational Studies, a multifaceted educational, research and cultural complex operated by Lindenwood College, which will integrate activities of both the complex and the college. The institute will be under the direction of Arlene Taich, Ph.D., dean of the Evening College and the College for Individualized Education.

St. Charles City Council recently approved the college's request to rezone various sections of the 50-acre parcel from agricultural to residential and commercial. The

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Lindenwood Village, an \$80 million project.

## Alumni fund-raising record set

Lindenwood College has raised nearly \$190,000 in cash and pledges so far this year from alumni throughout the United States, establishing a fund-raising record and creating a 32 percent level of support from alumni.

During a five-month phone-a-

thon earlier this year, the St. Charles-based institution contacted more than 7,000 alumni throughout the country, raising 2,856 specific donations and an additional 1,520 unspecified pledges, said James D. Thompson, development director.

Lindenwood has increased its level of alumni support from 4.8 percent in 1983 to 32 percent this year, a dramatic increase from the national average of 18.5 percent for private colleges and universities in the United States. The college has about 10,000 alumni throughout the country, about 3,500 of whom reside in the metropolitan St. Louis area, Thompson said.

"If we receive all of the pledges still outstanding, we should finish the year with a nearly 40 percent level of support, making Lindenwood one of the few state or private institutions in the midwest with such a record of support," Thompson added.

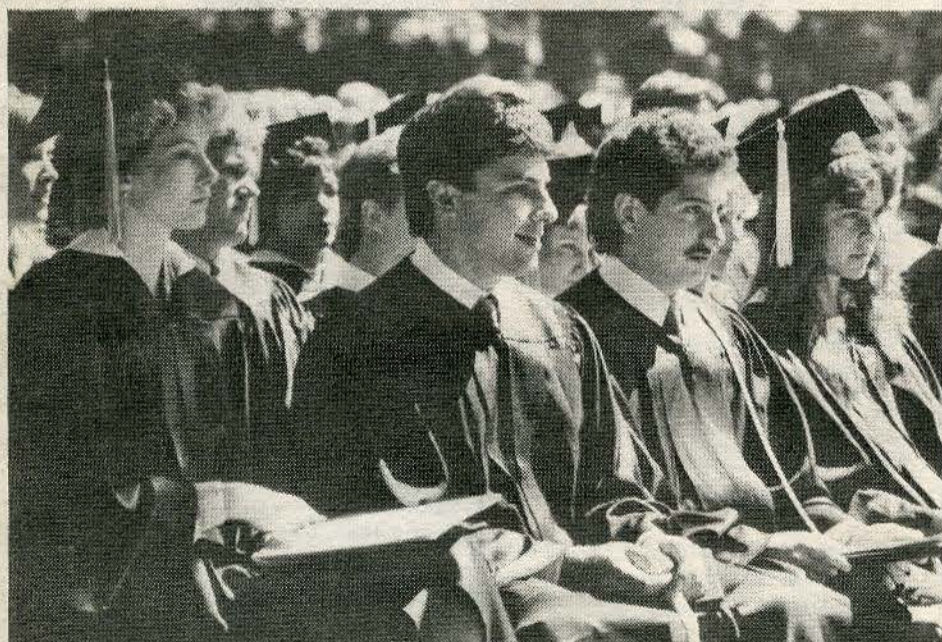
During a similar fund-raising drive last year, volunteers con-

tacted 4,800 alumni who contributed \$140,000 to their alma mater, resulting in an annual 24.5 percent level of support.

Alumni fundraising is one aspect of the college's current Renaissance Campaign, a multifaceted program to secure \$10 million in contributions and pledges from alumni, faculty and staff, the college's board of directors, the St. Charles community and corporations and foundations in the metropolitan area.

"The absolute importance of this record in alumni fundraising cannot be overstated," Thompson said. "What has been accomplished at Lindenwood is unheard of anywhere in the country. Funds raised from this year's phone-a-

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'WE MADE IT!' - Anticipation of new careers and memories of Lindenwood are captured on the faces of a few of more than 400 graduates taking part in Spring Commencement. Photo highlights of the annual event, which this year attracted more than 2,000 visitors to the St. Charles campus, can be found on pages 6-7 of this issue.

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# president's message

by JAMES I. SPAINHOWER

On pages one, 10 and 11 of this issue of the *Linden Word* you will find complete information about Lindenwood Village and the Institute for Intergenerational Studies. Our board of directors, board of overseers, faculty, staff and students are excited about the potential for cooperative and meaningful relations between this retirement complex and Lindenwood College.

For many years the college has been searching for the best use of the eighty acres located to the northwest of the main campus. A number of proposals were received and rejected before it was decided to proceed with Lindenwood Village. The college had decided that any sale of the land would have to meet the following conditions:

•(1) The use of the land must be for programmatic purposes consistent with the "Mission

Statement" and Long-Range Plan of Lindenwood.

•(2) Buildings constructed on the land must be architecturally compatible with the college's buildings.

•(3) There must be reasonable assurance that the developer has the financial stability to see the project through to completion.

•(4) The college must receive sufficient money from the sale to help regain its financial stability.

The board believes its sale of the land meets these conditions.

The Long-Range Plan for Lindenwood, adopted by the board of directors in the Spring of 1983, reaffirms the mission of the college as an institution "committed to a liberal arts and value-oriented education."

That plan, which is being implemented now, envisions rebuilding our residential, undergraduate population to

about 600 students. Our present facilities, when renovation of Ayres, Niccolls and Irwin halls is completed and Sibley Hall is rewired, will provide housing for that number. In addition, we are planning for 250 full-time day students and an additional 1,500 to 2,000 adult commuter students attending classes both on and off campus.

In May of this year, the board adopted a master plan for campus development. The Long-Range Plan called for such a master plan to be developed. This master plan does not envision the use of the 50 acres being sold in the college's future development. The remaining 30 acres provide room for future expansion of the college or for other development that would be consistent with the mission of the college.

Given the college's accumulated short-term debt, the

board decided to sell a portion of the land and use the proceeds to reduce our short-term debt. But, the board stipulated that the land must be used for purposes that compliment the mission of the college and must not impede the completion of the college's Long-Range Plan.

I believe the board has acted in the best interest of the college in selling this land for a retirement village. The developer, Mr. Paul Londe, has an excellent reputation and has been most cooperative with the college. The other principal in the project is one of St. Louis' oldest and most respected financial institutions, the Community Federal Savings and Loan. Together they have organized a joint venture corporation that gives the college reason to believe Lindenwood Village will be worthy of being next door neighbors to this grand old college.

## The Lindenwood Lodge

OF ST. CHARLES, MISSOURI

Nicely furnished, private, air-conditioned rooms for your overnight guests to the St. Louis area.

Conveniently located ten minutes west of the St. Louis International Airport, Lindenwood College's shaded campus will ensure a private and peaceful stay.

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The Lindenwood Lodge	Single occupancy	\$22/night
Lindenwood College	Double occupancy	\$26/night
St. Charles, Missouri 63301	Suites available	\$40/night
(314) 946-6912, Ext. Lodge		

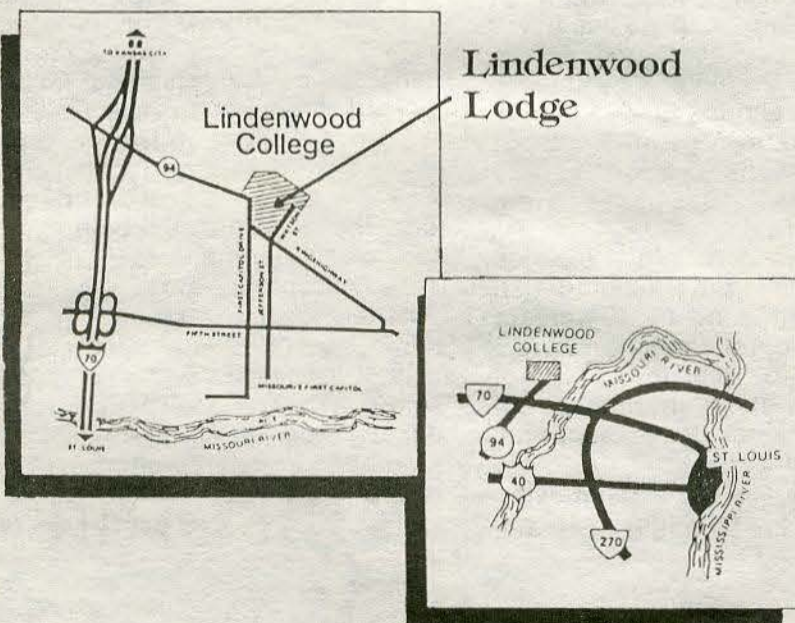


Lindenwood invites you as a guest at the college's Lindenwood Lodge. On our beautiful, 160-year-old campus, you will find a modern facility that offers excellent accommodations at a modest price.

Located minutes from one of the country's major cultural, entertainment and recreational centers, the Lodge offers a place of peace and beauty you will find at few other college campuses.

So, the next time you're planning a visit to the St. Louis metro area, consider a stay among the beautiful Linden trees at the Lindenwood Lodge.

*James I. Spainhower*  
James I. Spainhower  
President



## 5-year gift

Lindenwood College in St. Charles has received a five-year, unrestricted gift of \$125,000 from the McDonnell Douglas Foundation of St. Louis.

Representing one of the largest contributions to private colleges and universities in Missouri, the foundation's gift will be utilized for academic scholarships to deserving students and for campus expansion at the 158-year-old liberal arts college, said James D. Thompson, director of development at Lindenwood.

Thompson credited Walter Diggs, secretary of the McDonnell Douglas Foundation and John D. Wolfe, vice-president and general manager of McDonnell Douglas Electronics of St. Charles and a member of the Lindenwood College Board of Directors, with being partially responsible for securing the generous contribution to Lindenwood College.

## the linden word

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Lindenwood College

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Board Chairman: ROBERT F. HYLAND  
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## Students win Emmies for film documentary

A Lindenwood College for Individualized Education (LCIE) instructor and four recent graduates are the recipients of Emmy awards for a film documentary produced as a class project.

Recipients of the prestigious awards from the St. Louis chapter of the National Academy of Television Arts & Sciences (NATAS) are Sharon Price of St. Peters, MO, a May graduate of the LCIE; Susan Eppers of Lake St. Louis, MO, a 1984 LCIE alumna currently enrolled in the graduate program; Susan Gibson of St. Peters, a May graduate; Kevin G. Aandahl of St. Louis, a 1984 LCIE graduate; and Peter V. Carlos, an instructor of communications in the LCIE.

Under the supervision of Carlos and David Smith, sports director for Continental Cablevision of University City, MO, the four students produced "A Fighting Chance," a 30-minute documentary on University City resident Louis Howard and his quest to make the 1984 Olympic boxing team.

Honored June 22 during a lavish affair at the Chase-Park Plaza Hotel in St. Louis, the students wrote, produced, directed and edited the documentary, which was aired recently on Continental Cablevision.

This year marked the first time a student competition category was included in Emmy nominations by the St. Louis chapter.

"'A Fighting Chance' is a sensitive, hard-driving portrait of Howard's struggle and personal sacrifice of early morning runs in Forest Park to late-night workouts at the Wellston Recreation Center," said Carlos, himself a producer, director and writer who received two other Emmies for a local television spot and a corporate documentary.

"The students had to get up at 5 a.m. to tape Howard's run twice - someone forgot the batteries the

first time," Carlos said. "They had to travel to local boxing competitions and interview not only Howard and his mother but also his coach, Ben Stewart, the president of the St. Louis Golden Gloves and numerous friends of the boxer."

Price coproduced, directed and edited the documentary as well as coordinating writing of the film. Eppers and Gibson researched and wrote the script as well as serving as key grips on the shooting. Aandahl coproduced "A Fighting Chance" with Price.

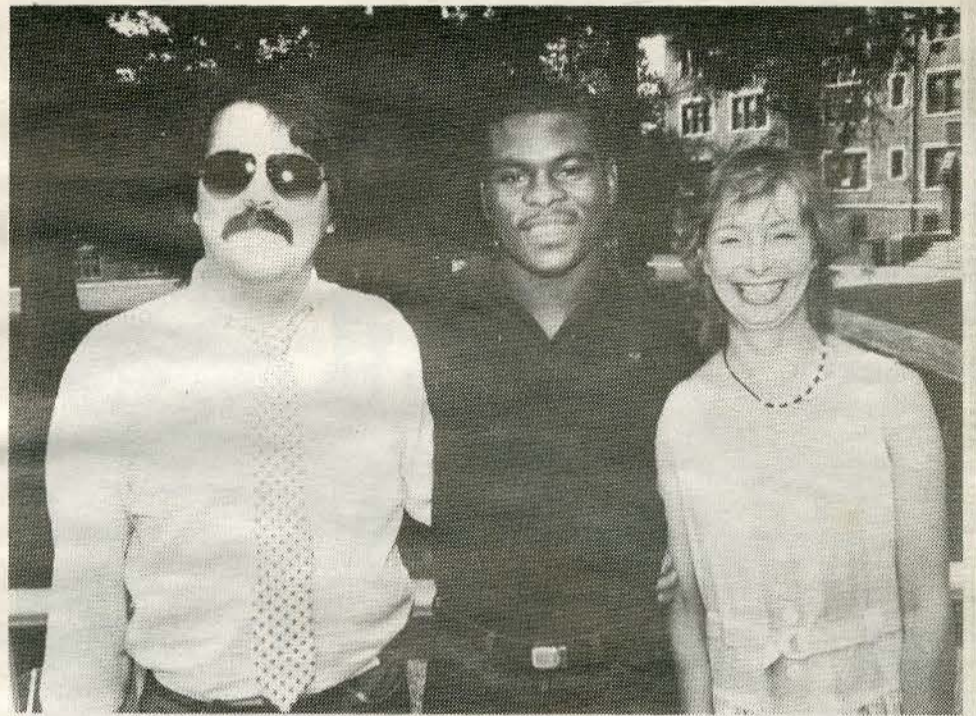
"They came up with the idea, worked long hours writing, shooting, reshooting and editing," said Smith, "but they learned to work together and hang in there. 'Price worked extra hours to edit the program and to write letters to the 'Flashdance' music director for permission to use one of his songs for free. That's incredible. It's their program and their choices, right or wrong, are on the screen," Smith added.

According to Continental Cablevision Program Director Phill Rock, the students created "a broadcast-quality program."

Although Howard did not make the Olympics, he displayed a "never-give-up attitude" which all the students admired and found worthy of their time for the class project. Since the Olympics, Howard has turned professional and has a 5-0 record, having knocked out his opponent in the second round in a recently-televised national bout.

"Viewers are certain to applaud the efforts of this soft-spoken gentleman with a hard-hitting punch," said Price, who is now working as associate producer on a documentary about Leonard Slatkin.

A member of the LCIE faculty since 1979, Carlos is a 1975 graduate of the University of



**IN FRONT OF THE CAMERA** — LCIE instructor Peter Carolos, left, Olympic hopeful Louis Howard and co-producer Sharon Price are all smiles after receiving Emmy awards for "A Fighting Chance," a documentary that gained the Lindenwood College for Individualized Education attention in this year's competition by the St. Louis chapter of the National Academy of Television Arts & Sciences.

Missouri-St. Louis and has a graduate degree in literature from Breadloaf School of English in Middlebury, VT. He has produced several award-winning documentaries, and he has directed actor Mickey Rooney and Football Cardinals Neil Allen, Roy Green and O.J. Anderson for commercials for

the St. Louis Heart Association.

All entries in the St. Louis Emmies are judged by panels of peers in other cities. This year, the judging took place in the Boston, Philadelphia and Nashville chapters of the NATAS. Entries are judged on the basis of content, creativity and execution.

## Renewal of gift

Lindenwood College has received \$20,000 from the Allen P. and Josephine B. Green Foundation of Mexico, MO, that will be utilized for scholarship awards to students this fall.

The philanthropic foundation honors the memory of the Greens, grandparents of former Missouri Gov. Christopher S. Bond, who operated a brick refractory business in Mexico.

The gift to the St. Charles-based institution is a renewal of a \$20,000 contribution given by the Green Foundation in 1984.

From the new contribution,

Lindenwood will continue the Green Leadership Scholarship program for deserving students. Open to high school seniors and college transfer students, the awards will be made on a competitive basis to those with at least a 2.5 grade-point average (C+) "who have established a record of achievement through participation and leadership in school activities and/or service to the community or church." Scholarship preference will be given to students who intend to enter a vocation in the medical or children's services area, the foundation said.

### Circle K Club For USA in Africa

Lindenwood College's Circle K Club raised nearly \$3,300 from its recent 20-hour Dance-a-Thon for the USA in Africa Foundation, the organization addressing the starvation problems in African countries.

Nearly 150 people took part in the fund-raising project, which attracted sponsors for individuals, couples and groups that participated in the Dance-a-Thon.

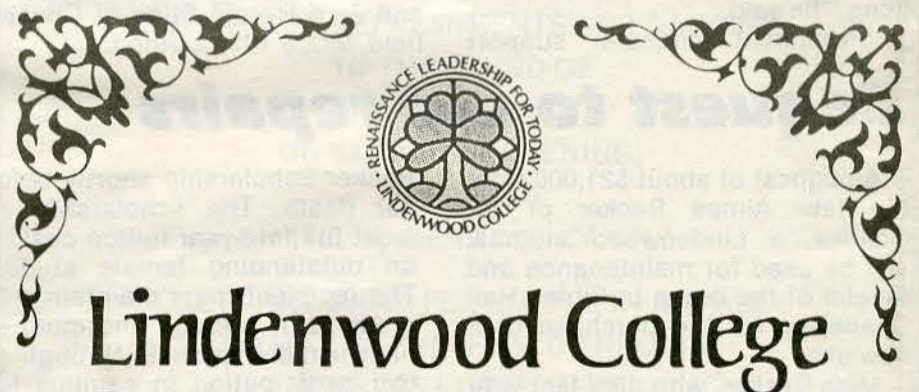
According to Jim Thompson, advisor to the coeducational service club, Lindenwood received nearly \$10,000 worth of free advertising from KWK-FM Radio in St. Louis, which provided live broadcasts during the 20-hour event.

"Gordon Atkins, an account representative for KWK and a Lindenwood alumnus, was instrumental in arranging on-air announcements prior to the event as well as handling the remote broadcasts that featured KWK disc jockeys," Thompson said.

Of the total amount raised, \$1,000 was contributed by the St. Charles Kiwanis Club (Noon Day), the sponsoring organization for the 40-member Circle K Club.

Thompson said the idea for the fund-raising event stemmed from the record, "We Are the World," written by Michael Jackson and Lionel Richie. Produced by Quincy Jones, the record features 46 American artists who recorded the song after the recent Grammy Awards. The Columbia Records release has raised millions of dollars for the USA in Africa Foundation and the famine problem in Africa.

Chartered last fall by Kiwanis International, Lindenwood's Circle K Club is the first international organization on campus and one of more than 800 such clubs on college and university campuses throughout the United States, Canada, Jamaica, the Bahamas and Mexico.



## Lindenwood College Sacred Music Institute

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**VIEWING A RECORD** — Looking over results from this year's Alumni Phone-a-Thon are, from left, Jerri Herhold Stine, a 1970 alumna; Virginia Terry, a 1959 alumna; Esther Fenning, a 1977 alumna and assistant director of development for alumni activities; and Ann Hodges Pals, a 1965 alumna. Stine, Terry and Pals were cochairpersons for the five-month campaign, which raised nearly \$190,000 in cash and pledges from Lindenwood College alumni throughout the United States.

## Fund-raising record set

Continued from Page 1

thon clearly demonstrates to area corporations and foundations that those 'who know the school the best' are willing to support Lindenwood College with more than just words of support but also their hard-earned dollars," Thompson said.

Thompson, himself an alumnus of Lindenwood, said, "One of the best ways you can judge the health of an institution is by its percentage of alumni giving."

According to President James I. Spainhower, all major firms and foundations look at an institution's level of support from alumni. "The tremendous support that has been shown by our alumni in recent fund-raising campaigns gives Lindenwood College new and greater prospects for future donations from charitable organizations, corporations and foundations," he said.

"Prominent financial support

from our alumni is the base of our fund-raising efforts. With help from those who care, Lindenwood truly can build a renaissance of ideals, spirit and institutional capacities," Thompson added.

Thompson along with Spainhower both credit much of the phone-a-thon's success to the tremendous volunteer efforts of area alumni, students, faculty and staff.

More than 160 volunteers spent five months contacting alumni throughout the country this spring during the two four-phase Alumni Phone-a-Thon. The fund-raising event was supervised by Thompson and Esther Fenning, Lindenwood assistant director of development for alumni affairs, with volunteer efforts by cochairpersons Ann Hodges Pals of St. Charles, a 1965 alumna; Virginia Terry of St. Charles, a 1959 alumna; and Jerri Herold Stine of Chesterfield, MO, a 1970 alumna.

## Bequest to aid repairs

A bequest of about \$21,000 from the late Aimee Becker of St. Charles, a Lindenwood alumna, will be used for maintenance and repairs of the organ in Sibley Hall Chapel or for the purchase of a new one.

Miss Becker, who died last year at the age of 94, graduated from the Linden Wood Boarding School for Young Ladies in 1908. She attended the school for five years, at a time when Lindenwood was a three-year prep school and a two-year liberal arts college.

Very involved in music at Lindenwood, she sang in the choir and played the piano. She also was interested in journalism, and is credited with coproducing the first college yearbook, the "Linden Leaves" in 1907.

Involved within the community and with the college throughout her life, she established the Aimee

Becker Scholarship shortly before her death. The scholarship will meet full four-year tuition costs of an outstanding female student. The recipient must maintain a 3.5 grade-point average and must exhibit leadership skills through active participation in campus life, according to terms of eligibility.

According to college officials, funds from her most recent gift for repair and maintenance of the Sibley Chapel organ, will be kept in trust, and the interest earnings added to the principal until repairs or replacement of the organ is required.

President James I. Spainhower said, "Aimee's contributions to Lindenwood, as well as her continued interest in the educational potential of today's women, will continue to be remembered by those who benefit from her generosity long after her death."

## 1,800 hours spent to achieve record

More than 160 volunteers devoted 1,800 hours of their time to aid Lindenwood College in its Alumni Phone-a-Thon earlier this year, raising more than \$190,000 in cash and pledges and establishing a new level of support from alumni throughout the United States.

The five-month campaign resulted in contacts with more than 7,000 of the college's 10,000 alumni.

Volunteers consisted of faculty and staff employees, students and alumni and their families from St. Charles and St. Louis chapters of the Lindenwood Alumni Club. Directing this year's phone-a-thon was James D. Thompson, newly-appointed director of development and a 1983 alumnus; Esther Fenning, a 1977 alumna and recently-named assistant director of development in the college's Development / Alumni Office, who coordinated alumni activities for recruitment; Ann Hodges Pals of St. Charles, a 1965 alumna, Virginia Terry of St. Charles, a 1959 alumna, and Jerri Herold Stine of Chesterfield, MO, a 1970 alumna, cochairpersons; and Chris Campbell of Camdenton, MO, a sophomore who served as operations assistant for the fund-raising event.

As an incentive for this year's Alumni Phone-a-Thon, a weekend stay for two at the Lodge of the Four Seasons in the Lake of the Ozarks was donated by Peter Brown, president of Four Seasons Lakesites, Inc., in Lake Ozark, MO, and a member of the Lindenwood College Board of Overseers.

The recipient of the prize is Darlene Jemison, assistant manager of the Book Store who raised the most in cash and pledges during the five-month

event. Jemison, who also was a top caller in last year's event, secured \$15,000 in specific pledges to win a stay at the Lodge of the Four Seasons.

Joining her in the "Top Callers" list were James F. Hood, Ph.D., dean of faculty, who raised \$5,600; Maurita Stueck, a 1943 alumna and a member of the Alumni Council, \$5,600; Pamela Thompson, a 1979 alumna and council member, \$5,400; Bill Schaefer, husband of this year's recipient of the Alumni Merit Award, \$3,500; Sherry Park Tayon, a 1979 alumna, \$3,000; Carol Simpson, secretary to the vice-president of administration, \$3,000; and Stine, \$2,500.

Other volunteers gathering impressive amounts include Jan Lewien, a 1985 alumna, \$2,000; Martha Sweeney, a 1977 alumna, \$1,800; Ron Lawler, a 1979 alumnus, \$1,300; Don Gilbert, a 1984 alumnus and member of the Alumni Council, \$1,100; Cordelia Stumberg, a 1940 alumna and member of the college's board of overseers, \$1,000; and John A. Bornmann, Ph.D., chairman and professor of chemistry, \$1,000.

According to Thompson, the success from this year's phone-a-thon not only has increased alumni support to 32 percent, but it has aided the \$10 million Renaissance Campaign and "helped to pave the way for future fund-raising campaigns by Lindenwood."

**Check your mailing label on page 1. If your address is incorrect, or if you're receiving more than one copy, contact the Public Relations Office, Lindenwood College, St. Charles, MO 63301, for a correction.**



**'HELLO, DIRECTORY ASSISTANCE?'** — Volunteers, like Dean of Faculty James F. Hood, Ph.D., shown at the telephone, are credited with the success of this year's Alumni Phone-a-Thon, which raised nearly \$190,000 in cash and pledges. More than 160 faculty, staff, student and alumni volunteers contacted 7,000 alumni throughout the country to make the 1985 fund-raising event the most successful in Lindenwood's history.

## Bahamas trip awarded in KCLC sweepstakes

"This isn't a joke, is it?" asked Margaret Conoyer of St. Charles after learning she is the winner of KCLC Radio's "More Power to You" Sweepstakes featuring an expense-paid trip for two to the Bahamas.

Lindenwood College's community radio station in cooperation with Midwest Express Travel and Travel Leisure Concepts in St. Charles sponsored the sweepstakes as part of KCLC's recent fund-raising drive. The travel agencies donated the trips, one of which was awarded last month to Bruce Conley, owner of the Music Box in St. Charles, and the other to Conoyer.

According to Leah Hollenberger, former operations coordinator of KCLC, the sweepstakes were something special for area merchants and consumers. "We have received so much support from people in this community over the years, we wanted to do something special," she said.

## Yearbook is cited nationally

Lindenwood College's 1985 yearbook has received national recognition as "an outstanding publication" by the publishing firm, the Herff-Jones Co. of Marceline, MO.

Produced by the Lindenwood Student Government (LSG), the yearbook has been chosen by the publisher for promotional use at yearbook workshops, national conferences and trade shows throughout the country, according to N. Jean Fields, acting chairman of the college's Communications Dept. and faculty advisor to the yearbook staff.

The second-largest yearbook publishing firm in the country, Herff-Jones is distributing copies of the Lindenwood yearbook to marketing agents throughout the country for promotional use. The firm publishes many Ivy League school yearbooks, including those for Cornell and Temple universities, and for the U.S. Naval Academy.

Fields said the company "was pleased with the excellent production and layout" of the yearbook and with the front cover, which was designed by Jordan Moger-man of Troy, a senior this fall majoring in art.

Distributed during the summer, the yearbook was revived this year by LSG members following a five-year absence in publication.

With a theme of "Renaissance," the 1985 yearbook is dedicated to the memory of James C. Magee II, a freshman performing arts student from Lake St. Louis who was killed in an auto accident in St. Charles County last fall.

Hollenberger and KCLC General Manager Jim Wilson also expressed special appreciation to Mike Clark, vice-president of Midwest Express Travel, an agency offering full services for personal, business or group travel. "Clark was instrumental in planning the sweepstakes and making arrangements with Travel Leisure Concepts, which offers Caribbean trip packages," she said.

Wilson drew the name of Conoyer from among 800 entries that took part in the "More Power to You" Sweepstakes.

Wilson said the radio station has raised \$70,000 in cash and contributions from its recent funding drive. Another \$30,000 is sought to enable the 1,500-watt station to increase its power to 25,740 watts, a proposal approved recently by the Federal Communications Commission.

"Not only did we reach our \$70,000 goal, but for the first time, we were able to give away two expense-paid trips to the Bahamas," he said.

KCLC, 89.1 MKz on the FM dial, is a non-commercial station licensed to Lindenwood College. It broadcasts educational, cultural and public service programs as well as award-winning jazz and bluegrass music in addition to religious music.

## Families comprise society

The Lindenwood Society of Families is an organization designed to promote a better understanding of college programs and policies among families of currently-enrolled students.

Now in its third year of organization, the society also provides the college with regular opportunities to hear what Lindenwood issues most concern families.

According to Dean of College Life Allen Schwab, one of the founders of the group, the society began with the wish to enhance understanding of the current Lindenwood experience for family members, alumni and community residents. "The Society of Families hopes to nurture more family and community involvement with the college's resources and programs," he said.

Mr. and Mrs. Jim Shook of Harvester, MO, members of the society's Coordinating Committee, point out that the organization always has wanted to be especially sensitive to the needs of out-of-metro area students by helping them to make a rewarding adjustment to college life. The Shooks' daughter, Lisa, is a senior majoring in communications at Lindenwood.

As time has gone by, the group has felt comfortable moving to "relay word on the benefits of an independent, liberal arts education

Continued on page 14



**BAHAMAS BOUND** — Margaret Conoyer of St. Charles is all smiles as she receives a voucher for an expense-paid trip to the Bahamas from Mike Clark, left, vice-president of Midwest Travel in St. Charles. Looking on is Jim Wilson, general manager of Lindenwood's KCLC Radio. Conoyer's name was selected from among 800 entries in a promotion sponsored recently by KCLC in cooperation with Midwest Travel and Travel Leisure Concepts of St. Charles.

## Lindenwood College Society of Families



THE SOCIETY OF FAMILIES  
CORDIALLY INVITES YOU TO AN  
EVENING OF REFRESHMENTS AND DANCING  
TO THE SOUND OF  
THE "BIG BANDS"  
ON SATURDAY EVENING,  
OCTOBER 5  
ON THE LINDENWOOD CAMPUS.

TICKETS ARE \$30.00 PER COUPLE IN ADVANCE  
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MEMBERS LISTED HERE.

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FORWARD TO MEETING YOU.

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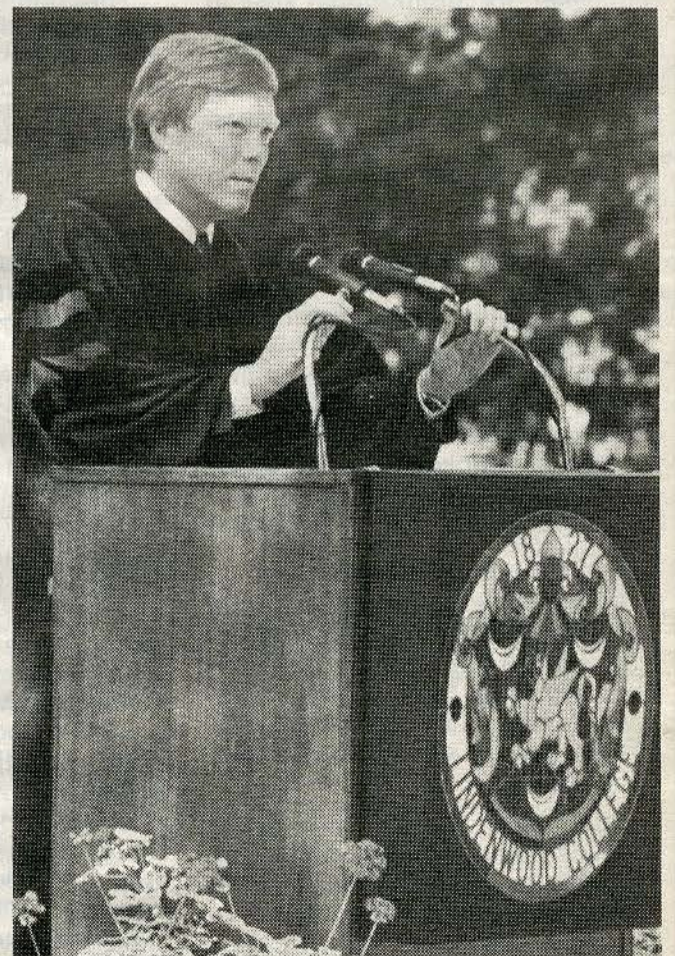
Above, beneath the lindens, students and faculty members taking part in 1985 commencement exercises await the start of this year's graduation. More than 400 students received diplomas this spring before an estimated crowd of 2,200 family members and guests who took part in the May 18 ceremony.

Commencement photos by Randy L. Wallick

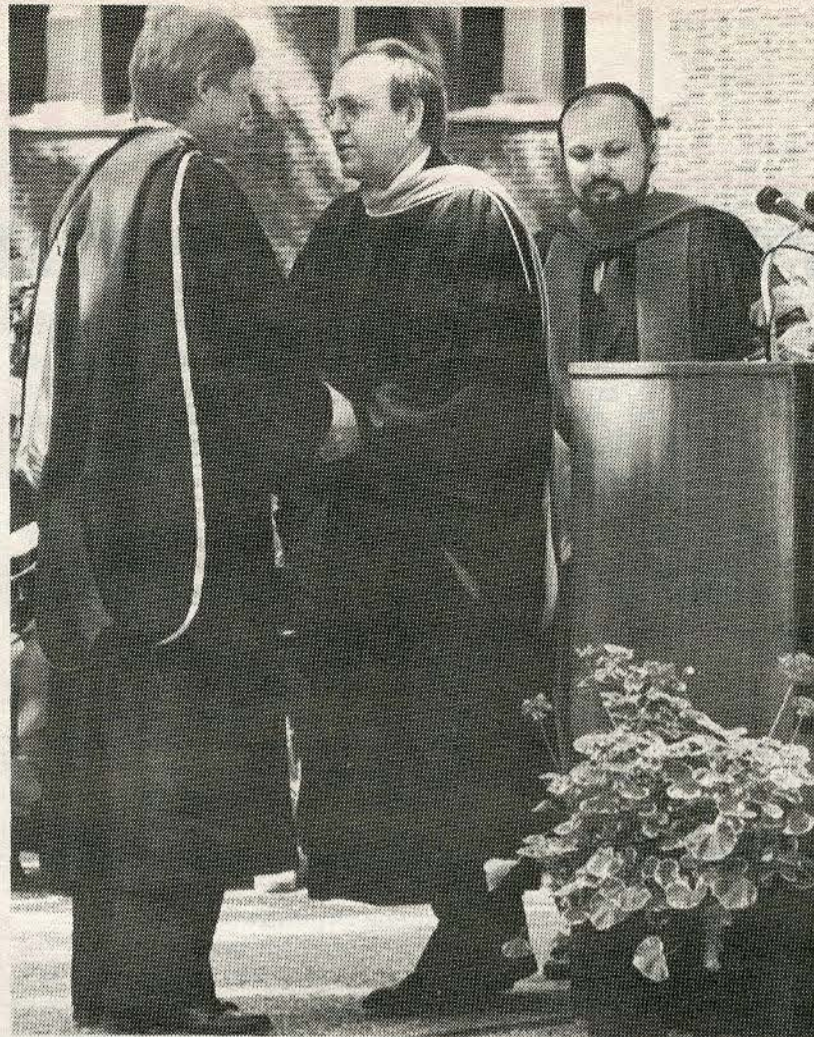


Above, a view of baccalaureate, traditionally held the night before commencement at the Lindenwood College Chapel of St. Charles Presbyterian Church. Several hundred persons attended the ceremony, which featured the Rev. William G. Shoop of Webster Groves Christian Church as speaker.

# '85



Above, Rep. Richard A. Gephardt (D-MO) delivering the commencement address. At left, a panoramic view of this year's spring commencement, showing the new gazebo given to the college by the senior class.



From left, above, Arminta J. Harness, a member of the class of 1949 and recipient of one of the Alumni Merit awards, addresses the crowd; President James I. Spainhower, center, congratulates Congressman Richard A. Gephardt (D-MO) after the lawmaker received an Honorary Doctor of Laws degree as Professor C. Edward Balog looks on; and Dr. Spainhower addressing those in attendance.

# Spring Commencement



Above, 1985 Senior Class President Cynthia Schiermeier presents President James I. Spainhower with a gift from the senior class. The senior class donated funds for the erection of a wooden gazebo on campus that will be used for future commencement exercises. Schiermeier's gift is a bronze plaque that will be affixed to the gazebo.



Above, Lindenwood students take part in the traditional processional during spring commencement exercises, held May 18 beneath the linden trees on the St. Charles campus.



**'THANK YOU' - Glenda Schaefer, one of the recipients of this year's Alumni Merit Award, addresses the spring graduating class during commencement. Behind her is Janet Bornstein, ex-officio member of the college's board of directors, who presented Schaefer with the award.**

## alumni news

# Two alumnae honored

Arminta J. Harness of Manhattan Beach, CA, and Glenda Raef Schaefer of St. Charles are the recipient's of this year's Alumni Merit Awards, annual presentations of the Lindenwood College Alumni Council.

A retired colonel in the U.S. Air Force, Harness was honored by the council for outstanding professional achievement. A 1968 alumna, Schaefer was cited for 17 years of outstanding service to Lindenwood College.

Both received the awards from Janet Bornstein of Sikeston, MO, president of the Alumni Council and ex-officio member of the college's board of directors, during special ceremonies at spring commencement on campus.

A member of Lindenwood's 1949 class, Harness is a graduate of the University of Southern California where she received an

undergraduate degree in engineering. Her education also includes graduate work at USC and numerous technical and system program management courses.

Harness was the first woman engineer to join the Air Force in 1950. During her 24 years in military service, she served as a photographic and weather reconnaissance project engineer, as a deputy chief of engineering and as chief of program control for the target vehicle portion of the U.S. Gemini Manned Space Program. Her military responsibilities varied from designing intelligence gathering equipment for the U-2 aircraft to providing management direction for the \$2 billion Space & Missile Systems Organization budget.

She is credited with a number of "firsts" during her lengthy career in the Air Force. She was the first woman to receive the specialty

rating of staff department engineer, and was the first female to be awarded both the Senior and Master Missileman badges. In 1972, she became the first to serve as chairwoman for All Engineers Week in Los Angeles where she coordinated the activities of 30 engineering societies representing 30,000 members.

Harness is a sculptor who "retired again" in 1979 after five years of serving as manager of laboratory planning for Hanford Engineer Development Laboratory, a subsidiary of Westinghouse Hanford Co. of Richland, WA. During her five-year career, she was responsible for directing the development of both strategic and operational long-range plans for the nuclear development laboratory.

Schaefer, who holds an undergraduate degree with a major in math, served as president, vice-president and treasurer of the St. Charles Lindenwood Alumni Club. An active supporter of the college since graduation, she organized "Mrs. Sibley's Attic Sale" last summer as a fund-raising project for scholarship awards to deserving students attending the liberal arts institution.

A former member of the Alumni Council, she also has served as an adjunct faculty member in the college's Math Dept.

Active in community affairs, Schaefer is the founder of the St. Charles Humane Society and serves as its director. She writes a weekly column for the society, entitled "For Pet's Sake," that is published in the ST. CHARLES JOURNAL, and she is the publisher of a story-coloring book for children, titled LEWIS AND CLARK'S GREAT ADVENTURE.

A frequent guest lecturer at schools and civic groups, she is married to William Schaefer, immediate past president of the Kiwanis Club of St. Charles (Noon Day), and is the mother of two sons and a daughter.

Schaefer and Harness were among five individuals considered for the Alumni Merit Award who were nominated by alumni throughout the country. Nominees were screened by the Alumni Council, which represents about 10,000 Lindenwood College alumni throughout the country.

# Reunion set October 18-20

By ESTHER FENNING

Once again it's time for alumni to gather at Lindenwood College - a time to share memories, renew friendships and get in touch with what the institution meant to each of us.

The weekend of October 18-20 has been set by the Lindenwood Alumni Association for Alumni Reunion Weekend '85.

Alumni can expect a full and exciting weekend! Registration will begin Friday, October 18, at 2 p.m. in Sibley Hall. An alumni art exhibit and a reception in the Fine Arts Bldg. will follow registration. Alumni exhibitors will be Taryn Wise Mosher ('81) and Mark Fisher ('82).

On Friday evening, students, faculty, staff and visiting alumni will dine outdoors in the center of campus during a cookout, featuring music by "The Nice Guys."

Afterwards, everyone will have the opportunity to take a hayride around campus.

On Saturday morning, a continental breakfast will be served in the newly-restored Sibley Hall Parlor prior to the annual meeting of the alumni association, scheduled for Sibley Hall Chapel. Featured at the session will be President James I. Spainhower who will update alumni on college activities and who will introduce key administrative officials.

The annual luncheon will be held Saturday at 1 p.m. at Ayres Dining Hall. Awards will be presented to alumni who were in this year's "honored years" - those who from the class years ending in "0" and "5" (but all alumni are encouraged to attend this year's event). Entertainment will be provided by the

Lindenwood College Women's Ensemble under the direction of Nancy P. Fleming, assistant professor of music. Faculty and emeriti will be guests of the Lindenwood Alumni Association at the luncheon.

Various departmental events will be held following the Saturday luncheon, including a fashion show sponsored by the college's Fashion Marketing Dept. under the direction of Lynn R. Moore, assistant professor and department chairperson.

Afternoon activities will continue with a wine-and-cheese reception, hosted by President and Mrs. Spainhower at their residence, beginning at 4:30 p.m. Afterwards, participants will enjoy a candlelight buffet at the historic residence of the late Aimee Becker of St. Charles, a 1908 alumna.

Saturday evening activities will include a drama by the college's Performing Arts Dept. and the annual Alumni Homecoming Dance. Alumni who wish to attend the dance will be the guests of the Lindenwood Student Government.

Weekend activities will conclude Sunday morning with breakfast at Ayres Dining Hall, followed by a church service at the Lindenwood College Chapel of St. Charles Presbyterian Church adjacent to campus.

All alumni soon will be receiving a descriptive brochure on this year's Alumni Reunion Weekend. In the meantime, circle your calendars, confirm your air transportation, inform your boss and line up a babysitter for heading to the Lindenwood College campus this October!

Further information on this year's alumni gathering can be obtained by contacting the Lindenwood College Alumni Affairs Office, (314) 946-6912, extension #317.

## club news

**ST. LOUIS CLUB** - The Lindenwood St. Louis Alumni Club met at the residence of newly-elected president Gail Bartels Griffin in June to discuss a calendar of events for the 1985-86 year.

Newly-elected officers in addition to Griffin include Jerri Herhold Stine, vice-president; Florence Barboro, secretary; and Nancy Prosser Dietz, treasurer.

Among upcoming events are a "Citizens Against Crime" program November 12 beginning at 7:30 p.m. at the St. Louis County Library; a tour of the Missouri Botanical Gardens on January 18 at 1 p.m.; and the third annual Spring Luncheon & Fashion Show March 1 in Clayton.

All alumni in the metro St. Louis area soon will receive the club calendar of events along with a membership form to join the St. Louis Lindenwood Alumni Club. Alumni are encouraged to join the club by returning the form as soon as possible. The \$10 dues are used to defray club expenses and to benefit scholarship programs at Lindenwood College. For club members, notices will be sent concerning upcoming events.

**ST. CHARLES CLUB** - More than \$3,000 was raised from the second annual "Mrs. Sibley's Attic Sale," held in June on the Lindenwood campus. Sponsored by the St. Charles Lindenwood Alumni Club, the event featured numerous vendors with arts and crafts, antiques and flea-market items.

Continued on page 14

**1985  
Alumni Reunion  
Weekend  
October 18-20  
St. Charles  
Campus**



# class notes

## Marriages

- 1957 **GWEN RYTER GOETZ** to Robert Yaklich, September, 1984.

## Births

- 1971 **JEAN A. REDPATH HAGEN** of Chesterfield, MO, a daughter, Maria Redpath, July 4, 1984.  
 1977 **LINDA SUE GOTTSCHALK VAN CITTERS** of Fort Worth, TX, a boy, Benjamin, March 16, 1985.  
 1984 **DAVID BISHOP** of Hinna, WV, a son, John, June 25, 1985.

## Deaths

- 1920 **CORNELIA ACHELPOHL** of St. Charles, Nov. 11, 1984.  
 1922 **IRMA ANDREW POHL** of Nevada, MO, December, 1984.  
 1936 **FLORENCE WILSON GUILFORD** of Chicago, January, 1985.  
 1956 **JANET ELSER** of Honolulu, HI, May, 1985.

## Notes

- 1917 **MILDRED HOWARD SCHNACKE** of Dayton, OH, visited the campus in May. Meeting with college archivist Mary E. Ambler ('30), she mentioned that she was interested in music while attending Lindenwood, and that she wrote a "prize-winning song" in 1917.
- 1925 60-year class reunion in October, 1985.
- 1926 **REBA CROW BURTIS** of Clinton, OK, reports her memories of Lindenwood are "wonderful." She still has the scar she received in a toboggan accident in the back of Niccolls Hall.
- 1930 30-year class reunion in October, 1985.
- 1932 **MARY FRANCES MCKEE JENNEY** of Sarasota, FL, teaches piano, voice and organ. She has held positions in several music organizations and has been listed in **WHO'S WHO OF AMERICAN WOMEN, THE INTERNATIONAL WHO'S WHO IN MUSIC, THE WORLD'S WHO'S WHO OF WOMEN** and **TWO THOUSAND WOMEN OF ACHIEVEMENT**. Her "Orange Blossom Time" was performed by Player's Theatre in Sarasota in 1976.
- 1934 **DORIS HICKEY BEAR** of Gerrandstown, WV, is an amateur actress who has been active in "Clowns of America." She has four dogs, four cats, three houses and 45 acres of property. In her "spare time," the 73-year-old alumna takes aerobic dance.
- 1936 **MILDRED LOUISE SCOTT** of San Diego, CA, is a visitation minister with the Presbyterian Church. She and her husband, an employee of General Dynamics, have three sons and 10 grandchildren.
- 1937 **GERTRUDE WESSLING STERNBERG MOOREY** of San Antonio, TX, married Henry Sternberg in 1941 and had three children. After being widowed for many years, she married Art Morrey in May, 1985. She reports that he died Sept. 8, 1984.
- 1940 45-year class reunion in October, 1985. Contact person, **CORDELIA BUCK STUMBERG**, 6 White Oaks Lane, St. Charles, MO 63301.
- 1941 **JANE KNUDSON ABERNATHY** of Borrego Springs, CA, is the designer of Jane Eric Originals, a line of casual, brightly-colored fashions designed for desert living. She was a fine arts major at Lindenwood.
- 1945 40-year class reunion in October, 1985. Contact person, **LYNN JACKSON MCHANEY**, 1400 W. Main St., Blytheville, AR 72315. **ELOIS SMITH SMITH** of Memphis, TN, returned to school in 1969 at the age of 45 and graduated five years later with a bachelor's degree in education. She now teaches kindergarten in the Memphis City School System. Her husband retired from South Central Bell Telephone in 1976, and is enjoying his role as a "househusband," she writes.
- 1950 35-year class reunion in October, 1985. A class contact person is needed. If interested, contact the Alumni Affairs Office, (314) 946-6912, extension #317. **JUNE MCCULLOUGH BURGER** of Houston, TX, is principal of Rucker Elementary School in Houston.
- 1954 **SALLY THIELBAR QUINNELLY** of Spartanburg, SC, submitted a long letter full of memories of Lindenwood in the 1950s. She and her husband raised four children on the campus of Mississippi State University for 15 years. The Quinnellys have been in Spartanburg since 1978 when her husband, Charles, accepted a position as director of a criminal justice program.
- 1955 30-year class reunion in October, 1985. Contact person, **SUZANNE ANDERSON STOCKMAN**, 632 Bambury Way, Kirkwood, MO 63122.
- 1957 **MARY THEOBALD POLK** of Huntington, WV, reports that her daughter, Rhonda, graduate from Washington and Lee School of Law in May, and that one of her classmates was Jeff Spainhower, son of President and Mrs. James I. Spainhower. She has two sons, two daughters, three grandsons and one granddaughter, and she would like to read more about her classmates. **GWENDOLYN RYTER GOETZ YAKLICH** of Littleton, CO, has three grown children. She earned a B.S. in Medical Technology degree from Old Dominion University in Norfolk, VA, 20 years after graduating from Lindenwood. After receiving her degree, she moved to Littleton where she met and married Roert Yaklich.
- 1958 **MARTHA KINNEY** of Pleasant Ridge, MI, recently was appointed by Michigan Gov. James Blanchard to serve an eight-year term on the Board of Control at Michigan Technological University. An active Democrat who serves on the Democratic State Central Committee, she recently was elected vice-chairperson of the Democratic Educators' Caucus.
- 1959 **MARY COX SWISHER** of Sacramento, CA, spent last year in Florence, Italy, with her daughter, Elizabeth, who is working on the movie set of E.M. Forster's novel, **A ROOM WITH A VIEW**. She has been taking photographs in Florence, and reports that her year abroad has been a good one, "a journey of the soul."
- 1960 25-year class reunion in October, 1985. Contact person, **DEDE SHIGLEY TIGNOR**, 1233 Settlebench, Kennesaw, GA 30144. **HIROKO FUJIWARA EGAWA** of Tokyo, Japan, plans to attend this fall's Alumni Reunion Weekend. **MARILY BURNAP MIDDLEKAUFF** of Ballwin, MO, is a real estate agent for Gundaker Realtors of St. Louis and is a member of the firm's Million Dollar Club.
- 1963 **EMMY DANIEL** of Decatur, IL, is a teacher nominee for the Illinois "Those Who Excel" State Educational Awards Program. **MARTHA RITTER SCOTT** of Oneonta, NY, is sending her daughterk Andrea, to Lindenwood College this fall.
- 1965 20-year class reunion in October, 1985. Contact person, **ANNE HODGES PALS**, 1210 Country Club Rd., St. Charles, MO 63303. **ANDREA GASTON BLODGETT** of Houston, TX, is a junior accountant for Saudia Arabian Airlines. An English major who worked in Butler Library in the early 1970s, she also is doing free-lance writing for **ENRICH**, a magazine designed for the Houston woman.
- 1967 **PATRICIA CASTLE VER STEEG** of Tuscon, AZ, is the mother of a three-year-old daughter, Ann, and a teacher in the Tuscon School District. Her husband is a physician in Tuscon.
- 1970 15-year class reunion in October, 1985. Contact persons, **SUSANN RIFFE**, 4901 Wornan, M8, Kansas City, MO 64112, and **JOANNE KLEBERGER O'KEEFE**, 9500 Yorktown Dr., St. Louis, MO 63136. **SUSANN RIFFE** of Kansas City recently was promoted to Regional Group Manager for Mutual Benefit Life Insurance Co. of Kansas City. She is president of the Kansas City Alumni Club and vice-president of the Lindenwood Alumni Council. **ELLEN HABENICHT MEYERS** of Northbrook, IL, is working on a degree in clinical psychology - her third doctorate degree. She is majoring in ski team sport social psychology.
- 1975 10-year class reunion in October, 1985. Contact person, **AMY BASORE MURPHY**, 666 Langdon Dr., Clayton, MO 63105. **DELLO THEDFORD** of St. Louis is director of the prize-winning choir at Roosevelt High School in St. Louis. **HOLLIS HEYN** of St. Louis is teaching a summer course at St. Louis University, entitled "Literature of the Family."
- 1976 **NAOMI FERENCZ FARLEY** of East Meadow, NY, reports that **JONI DODSON SIMMS** ('77) visited her while attended a New York convention recently. She also reports that she saw **JIM CARLUCCI** ('77) when he was in New York. **SUSAN PIPER** of Chattanooga, TN, is taking a three-year trip around the world.
- 1979 **TERRI ROLLINGS** of St. Charles, former alumni director at Lindenwood, is sales director for St. Louis Scene, "the largest convention meeting planners organization in the St. Louis area." She and her husband, Dale, recently returned from a three-week trip to Greece in time to attend the wedding of their son, Mark, to Kathleen Desmond of Westchester County, NY.
- 1984 **LEAH HOLLENBERGER** of St. Charles has accepted a position as promotions director of WCEE-TV in Mt. Vernon, IL. **DAVID BISHOP** of Hinna, Norway, is teaching guitar to 40 students. His mother is **JOANNE EVEL BISHOP** ('51) of St. Charles.

# Institute to provide services that will be national model

In conjunction with the development of Lindenwood Village, Lindenwood College announces the formation of the Institute for Intergenerational Studies, a multifaceted educational, research and cultural complex that is designed to be a model in the United States.

The Institute will be under the direction of Arlene Taich, Ph.D., dean of the Lindenwood Evening College and College for Individualized Education and a former behavioral scientist affiliated with the St. Louis University (SLU) Department of Community Medicine.

Designed as a prototype, the Institute is composed of the Center for Lifelong Learning, the Center for Gerontology & Intergenerational Research and the Center for Community Planning & Service.

"Through the Institute for Intergenerational Studies, Lindenwood College programs will be coordinated to serve residents of Lindenwood Village, an innovative community for retirement living that is to be developed on 50 acres of land adjacent to the college's main campus in St. Charles," Taich said.

A 1966 graduate of Ohio State University, Taich holds master's and doctorate degrees in sociology from SLU, where she did her doctorate dissertation on housing for the elderly and life satisfaction in old age. She has a Certificate of Gerontology from the In-

stitute of Applied Gerontology of SLU and a Certificate in Management of Lifelong Learning, awarded in 1983 from Harvard University.

"As the population of the elderly has increased, the distance between the young and the old also has increased," she said. "It is the focus of the Institute for Intergenerational Studies to promote understanding and appreciative relationships among the generations.

"Studies on lifespan development, social policy and social change will be conducted through the research center, with an orientation toward explaining the causes and proposing possible resolution of intergenerational conflict," Taich said.

Results from this research will be available to government agencies, educational institutions and volunteer entities for use in planning community services. "In addition, curricula are being designed to provide children and young adults with an understanding and appreciation of the aging process and of the elderly," said Taich, a former member of the Senior Citizen's Housing Commission of St. Peters.

Through the Institute, Lindenwood College offers undergraduate and graduate programs in gerontology and in various fields related to the organization and delivery of health and social services to older adults.

**'It is the focus of the institute...to promote understanding and appreciative relationship among the generations.'**



Taich

A full range of lifelong learning options also are available to older adults.

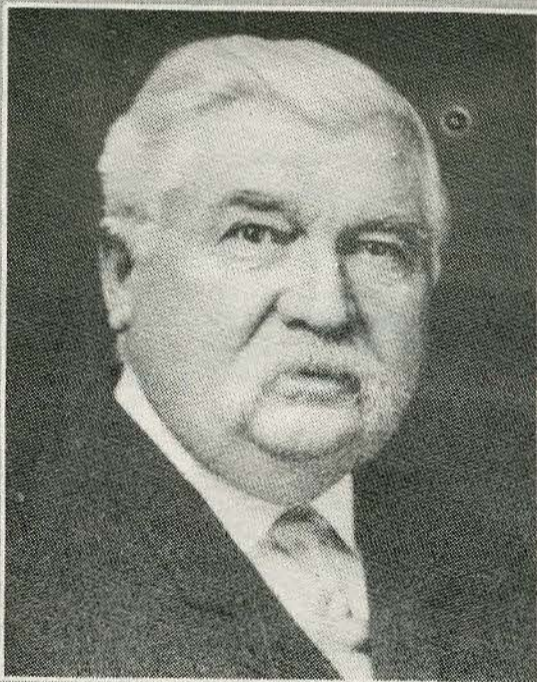
"Retired professionals interested in teaching or providing other services to Lindenwood College will be recruited and placed into service at the college or Lindenwood Village by the Institute," Taich added.

When the proposed \$80 million Lindenwood Village is completed, the Institute will serve to integrate the activities of the college with those of the retirement community.

"Through the Institute, the lecture and concert series and the

performing arts programs at Lindenwood will be focused in the modern facilities at Lindenwood Village. In addition, grants will be proposed to secure national and regional arts and education resources to create on the extended Lindenwood College campus a cultural center for all citizens of St. Charles to enjoy," Taich said.

Since the project has been approved by St. Charles city officials, the development's \$15 million first phase could be completed as early as fall, 1986. It would contain educational and teaching facilities for the Institute for Intergenerational Studies.



**"We need this generation's Col. Butler—a person of vision who would like the satisfaction of having a major influence upon our Renaissance Campaign..."**

**James I. Spainhower  
President**

## We're Looking for Another Col. James G. Butler

During the 1930s and 1940s, Lindenwood College was able to build what many referred to as the "Wellesley of the West" primarily through the generosity of Col. James G. and Margaret Butler. The gifts from the Butler family totaled nearly \$4 million, a sum which is equivalent to more than \$25 million in today's economy.

During the Butlers' lifetime, Ayres, Butler and Nicolls halls were built. Funds from the interest from the Butler estate led to the construction of Roemer and Irwin halls, Butler Memorial Library, the Gables and Eastlick Residence.

We needed Col. James G. and Margaret Butler then. Certainly, we could use them now.

Since we started looking for another Col. Butler, we have raised more than \$1 million and concluded the college's first successful fund drive in its 158-year history. In addition to increasing annual alumni giving from five to 25 percent this year, Lindenwood has increased all levels of its support - from faculty and staff to the board of directors and overseers, the St. Charles area community, the metropolitan area and corporations and foundations.

But, we still have much to do - and we need to find new sources of support to do it. We're determined to keep a balanced budget and not to shift funds from our academic and student scholarship programs to special projects, such as badly-needed building renovations and for the expansion of new facilities.

We need this generation's Col. Butler - a person of vision who would like the satisfaction of having a major influence upon our Renaissance Campaign and upon the future development of this historic college as well as to the generations of students who will graduate to serve a society that needs them.

Are you that kind of person - a man or woman willing to make a major and significant investment in Lindenwood College? If so, please call or visit our beautiful and historic campus.

James I. Spainhower, President

# Retirement community planned

Continued from page 1

land is currently leased for farm usage by the college and is not a part of master development plans of the institution. It is situated on the northeastern border of the 142-acre campus, bounded by Duchesne Drive and residential areas consisting of Prairie Haute Subdivision, Linden Terrace and Glencoe Hill Subdivision.

Londe, who has received awards for his design of the Climatron for the Missouri Botanical Gardens, has a number of projects to his credit, including hospitals, apartments, hotels, nursing homes and shopping centers. Among local projects he has been associated with are the Federal Post Office Bldg. in downtown St. Louis; the Ramada Inn, Clayton House Retirement Center and Park Tower Apts. in Clayton; the Barn at Lucerne & Gazebo in Ballwin; and the St. Charles Clinics Bldg. and Claywest House in St. Charles.

The award-winning developer also has worked on the master redevelopment plan for Washington University's Barnes Hospital Medical Center, the U.S. Pavilion at Expo '67 in Seattle, WA, an enclosed city for the British Petroleum Corp. on the North Slope of Alaska and a master plan for Triton City, a floating city in Tokoyo Bay near Japan.

"Lindenwood Village is the type of development that the college has been looking for to occupy our excess land," said Lindenwood President James I. Spainhower, "and it is the kind of project that will have tremendous ramifications for not only the college but the St. Charles community."

"We've wanted to use this land for a project that would have substantial impact upon our education mission as well as the community," Spainhower said.

Aside from promoting a com-

munal sense among retired citizens by providing the setting for social and cultural interaction, Lindenwood Village will create an opportunity to bring together college students and retired physicians, artists, educators and other professionals in an atmosphere of learning and living.

Students who choose gerontology as their career will have a learning laboratory experience in understanding the elderly as well as appreciation for this segment of the population. Village residents also will be able to participate in campus activities and "life-long" learning and teaching oppor-

***'...retired people will be motivated to increase their activities, renew many of their interests and stay an integral part of the community.'***

tunities.

"Each activity has the potential to enrich both the residents and the students and to provide a quality of life at the campus and the complex not available anywhere else," said Arlene Taich, Ph.D., dean of Lindenwood's Evening College and College for Individualized Education. Taich will coordinate programs at the Institute for Intergenerational

other colleges and developers only have dreamed about,' she said.

Plans call for building the village in such a way to take advantage of the existing property amenities while providing an aura of privacy to each component. Traffic is expected to be minimal as residents will have access to the myriad of facilities within the development.

Both Spainhower and Taich agree that Paul Londe is the developer who can insure "a project that is first-rate and quality-oriented."

Working for 30 years on such a dream project, developer Londe says, "All of us have a need to ex-

and a recognized leader in the field of geriatric care for 25 years; Attorney Keith Hazelwood of St. Charles; Pickett Ray & Silver of St. Peters, civil consulting engineers; and Crawford Bunte & Brammeier of St. Louis, traffic engineers.

The architectural firm of the Hofman Partnership, Inc., a full-service design firm, will provide the design and planning for Lindenwood Village. The St. Louis-based firm has designed local and national retirement communities as well as hospitals, schools, banks and hotels.

St. Charles officials estimated that once the entire \$80 million Lindenwood Village is completed, taxes paid to all governmental units will be about \$1 million annually.

"In addition to the economic impact to the community, this project has been designed to blend aesthetically with surrounding residential areas and with the Tudor-Gothic architecture found on the Lindenwood campus," said Spainhower. "Lindenwood Village would appear to be merely an extension of the Lindenwood College campus, which is exactly what we want," he added.

Echoing Spainhower's enthusiasm for the project is Robert F. Hyland, regional vice-president of CBS, Inc., and chairman of the Lindenwood College Board of Directors.

"This project is an exciting and significant one for Lindenwood and the entire St. Charles area," Hyland said. "Lindenwood Village will provide tremendous benefits for the elderly. Even more important is the fact that the development of the Institute for Intergenerational Studies will offer educational, research and cultural advantages not available presently to the residents of St. Charles," Hyland added.



Londe

Studies that "will be a model that expand our education and to help others. At Lindenwood Village and Lindenwood College retired people will be motivated to increase their activities, renew many of their interests and stay an integral part of the community. It will be a model project in the nation," Londe added.

Others involved include Harry Panhorst, a partner in the project



An architect's rendering of Lindenwood Village project

# people & places



Thompson



Wallick

**James D. Thompson** of St. Charles, former major funds coordinator at Lindenwood, has been named Director of Development. A 1980 alumus, he joined the college in July, 1983, as a coordinator of transfer admissions, and was promoted to major funds coordinator four months later. While serving in the position, he aided coordination of Lindenwood's \$10 million major funds drive and annual alumni giving, which has increased from 4.8 to 32 percent in less than two years. His father, **Kenneth W. Thompson, Ph.D.**, is a member of the college's board of directors and executive director of the Miller Center of Public Affairs at the University of Virginia.

**Esther Fenning** of the Alumni Office has been named Assistant Director of Development for Alumni Activities in the newly-renamed Development / Alumni Office. She is a 1977 alumna with an undergraduate degree in English and journalism, and has been a member of the Lindenwood administration for three years.

**Arthur Prell, Ph.D.**, chairman of the Business Administration Dept. and director of the Babcock Center at Lindenwood, recently attended the Seminar on Technology Commercialization at Southern Illinois University at Edwardsville. Speaking on "Marketing High Technology Products," Prell discussed forecasting the market of high technology, problems encountered in marketing and ways to market a product. The seminar was sponsored by the university's Center for Advanced Manufacturing & Production.

**Randy L. Wallick**, college public relations director and a member of the Public Relations Society of America (PRSA), will discuss Lindenwood's public relations program when the college hosts 20 students during PRSA's Pro-Am Day, October 9. Students from PRSA chapter schools will be visiting public relations departments and agencies throughout the day where they will find out about public relations programs and practitioners in the metro area. This year's Pro-Am Day marks the first time Lindenwood has taken part in the St. Louis PRSA chapter's educational/career opportunities program for those pursuing careers in public relations.

**Edward D. Watkins**, vice-president of institutional development, has resigned his full-time position to become president of the National Center for Career Advising, a St. Charles County-based education, training and employment facility. His resignation will become effective September 1, but he will continue to serve the college on a part-time consultant basis as Assistant to the President for Special Gifts. Since 1982, Watkins, who is recognized nationally as one of the leaders of the career productivity movement of the 1970s, has served as a consultant to the center to which he will assume the presidency.

**Scott K. Westbrook** of St. Louis has been named head coach of the men's soccer program at Lindenwood. With four seasons of professional experience, he has played with the Milwaukee Wave of the American Indoor Soccer Association; with the Tulsa Tornados / Oklahoma City Stampede, a former team of the United Soccer League; and with the Detroit Express of the American Soccer League. A 1982 graduate of the University of Evansville (IN), he has coaching experience with boy's teams and with professional soccer camps. The Lindenwood Men's Soccer Team has a 19-game schedule this season, including 12 home games at Lindenwood Stadium.

**Robert F. Hyland**, regional vice president of CBS, Inc., and general manager of KMOX-AM and KHTR-FM in St. Louis, has been reelected to a three-year term and reappointed chairman of the Lindenwood College Board of Directors. He has been a member of the governing body of the St. Charles-based institution since 1970.

**Samuel Zibit**, core faculty member of health administration in the LCIE, led a discussion on health promotion and wellness for the elderly at Alexian Brothers Hospital in St. Louis. The program was part of the hospital's community free service series of discussions on pertinent health issues. Zibit is a graduate of City College in New York and has a M.P.H. degree from Yale University.

**James W. Swift, Ph.D.**, assistant professor and faculty advisor of health administration in the LCIE, has been named director of the college's Office of Research & Planning. In the newly-created position, he will report to **President James I. Spainhower** and be charged with all research and planning activities, both internal and external. A former faculty member at Oakland City College in California and Webster and Washington universities in St. Louis, he joined the LCIE faculty last fall.

**Lynne M. Landholt** of St. Louis, a former marketing consultant for Diversified Medical Marketing Systems in St. Louis, has been named Assistant Director of Development for the Annual Fund at Lindenwood. In the newly-created position, she will be in charge of the coordination and supervision of the annual alumni and St. Charles community fund-raising campaigns, including the annual Alumni Phone-a-Thon. A 1985 graduate of St. Louis University, she has served as a public relations intern at the East-West Gateway Coordinating Council and Barnes Hospital in St. Louis.

**Dianna L. Clark** of St. Charles, former traffic director for WIL-AM Radio in St. Louis, has been named operations coordinator for Lindenwood's community radio station, KCLC-FM. A 1979 graduate of Sangamon State University, she was a broadcast services worker for WSSR-FM Radio in Springfield, IL, before joining WIL. Active in Alpha Epsilon Rho, the national broadcasting society, she is a member of the American Legion Auxiliary and the American Business Women's Association. She replaces **Leah Hollenberger** who was named promotions director for WCEE-TV in Salem, IL.

**Kris Cordes**, director of the college's Printing Center, has been given additional responsibilities as an administrative assistant in the Public Relations Office. Educated at Maryville College and St. Louis Community College at Meramac, she has been a member of the Lindenwood administrative staff since 1980.

**Bruce Longworth**, assistant professor of theatre, has been named acting chairman of the college's Performing Arts Dept., replacing **Robert E. Peffers** who resigned this summer to enter private business. A member of the faculty since 1984, Longworth has an undergraduate degree from the College of Wooster (OH) and a master's degree in fine arts, awarded in 1981 from Indiana University. A member of the Dramatists Guild, he has starred in a variety of professional plays and has directed several professional productions.



Hyland



Tilden

**George W. Tilden, Jr.**, of Kirkwood, vice-president and senior employee benefits analyst at Centerre Trust Co. in St. Louis, has been appointed vice-president of finance at Lindenwood, effective August 1. Employed with Centerre Trust since 1965, Tilden has 32 years of experience in administration and finance that encompass positions in treasurers' and controllers' offices, military accounting, inventory control and implementation of pension and profit-sharing plans. Tilden is a 1950 graduate of Central Methodist College in Fayette, MO, where he majored in business administration and economics. Tilden replaces **Lawrence Elam** who resigned the vice-president's position earlier this year to relocate.

Undergraduate students **Mary Brandt** of Granite City, IL, and **Laura Muckerman** of St. Louis are the high bidders for \$1,000 and \$1,500 scholarships, respectively, donated by Lindenwood to KETC-TV for the public television station's spring community auction. Both are enrolled for the fall semester, and tuition will be reduced by the appropriate amount. In return for its donations, the college received on-air promotions viewed by an estimated audience of 800,000. For the second year, the college has shown its support for public television by being the only institution in the metro area to donate scholarships for Channel 9's community fund-raising event. Participation in the auction was arranged by **Public Relations Director Randy L. Wallick** in cooperation with the Scholarship Committee, chaired by **Larry Sackman**, director of financial aid.

**President James I. Spainhower** was the keynote speaker for the fourth Annual Scholarship Awards Banquet, sponsored recently by the Advertising Federation of St. Louis. He spoke on "How To Communicate Effectively in Today's Business Environment" at the event, which provides scholarships to high school students pursuing careers in advertising. The federation is the organization of representatives of advertising, communications and public relations.

**Elizabeth Herod** of Creve Coeur, MO; **William H. Wright, III**, of St. Louis; and **Richard L. Yalem** of Chesterfield, MO, have been named counselors in the Admissions Office. Herod has undergraduate degrees from Lindenwood and Northern Michigan University, and has completed graduate studies in education and social psychology at the University of Guam. She was a teacher in Florida and Guam prior to joining Lindenwood. Wright is a May graduate of Lindenwood who was active in the Lindenwood Student Government, and sports and was a resident advisor, peer counselor and member of the College Life staff during college. A 1950 graduate of Washington University, Yalem was vice-president and corporate treasurer of Affholder, Inc., a Chesterfield-based tunnel contracting firm. During his 13-year employment at Affholder, he participated in the formation and management of Alfa Pet, Inc., a St. Louis-based manufacturer and distributor of pet products.

## THE FINANCIAL COUNSELOR

by

James D. Thompson

In addition to the absolute importance of making generous annual cash gifts to the College,

### HAVE YOU THOUGHT ABOUT?

#### Appreciated Securities and Real Estate

You can probably directly benefit your 1985 tax situation with a donation of appreciated real estate or securities to Lindenwood College. If you have owned the property (securities, real estate, etc.) for less than the federal legally determined period, you are eligible to take a gift deduction on your original cost basis of the property. However, if you have owned this property (securities or real estate) for a longer period, you can usually deduct the entire (current appreciated) market value. Therefore, a summer house purchased for \$20,000 in 1969 that currently is worth \$100,000 would be eligible for a full \$100,000 gift deduction, if donated to the college. Even better, your \$100,000 deduction can be carried forward to future years' returns when it exceeds three percent of your adjusted gross income. For more information regarding this and other giving ideas, please call James D. Thompson, Director of Development at (314) 946-6912, ext. 338. Thank you!

Note: This column is not intended to be legal or tax advice. Please consult your attorney or tax accountant if you are considering this giving option.

# Media blitz is launched

Lindenwood College has started its 1985-86 marketing program with utilization of print and broadcast media couples with increased recruiting by admissions counselors.

Now in its second year, expanded marketing efforts are part of the Lindenwood Awareness Campaign, a multi-faceted program involving public relations, advertising, marketing, recruiting and fund-raising endeavors.

This fall's segment features professionally-recorded 60-second commercials being aired on two leading St. Louis radio stations, KYKY-FM and KADI-FM. Targeted toward non-traditional students, the commercials stress the affordability and accessibility of a Lindenwood College education in addition to the quality aspects of undergraduate and graduate programs.

The radio spots are being complemented by display advertisements appearing in the *ST. CHARLES POST*, *ST. LOUIS POST-DISPATCH* and *ST. LOUIS BUSINESS JOURNAL*.

Beginning September 8, Lindenwood will cosponsor pre-game broadcasts for all away games of the St. Louis Football Cardinals on KMOX-AM Radio. The 60-second commercials will appear in the "Larry Wilson Show," which is aired several minutes before the play-by-play action.

Last year, Lindenwood cosponsored 10 Cardinal Football games, becoming the first institution in the metropolitan area to take part in KMOX-AM live broadcasts.

Lindenwood commercials will be broadcast on September 8 when the Cleveland Browns host the Cardinals for the first season game; on September 22 with the New York Giants; on October 7 with the Washington Redskins, one of two Monday night games that will be televised nationally; on October 20 with the Pittsburgh Steelers; on November 10 with the Tampa Bay Buccaneers; on November 17 with the Philadelphia Eagles; on Thanksgiving, November 28, with the Dallas Cowboys; and on December 15 with the Los Angeles Rams.

Commercials to be aired on KMOX-AM will feature two fathers discussing the benefits of a Lindenwood College education for their children, according to Randy L. Wallick, public relations director who coordinated the marketing plan for Lindenwood with Miriam King-Watts, dean of admissions.

Upcoming marketing pursuits following the fall campaign include specialized advertising for the college's Master's in Business Administration program and for undergraduate and graduate programs in the Lindenwood College for Individualized Education.

These programs are in addition to year-round Admissions Office activities such as direct-mail campaigns, advertising in national periodicals and school visits, and publication as well as media and community relations activities by the college's Public Relations Office.



The Lindenwood College Alumni Association  
INVITES YOU TO

# ALUMNI REUNION WEEKEND

October 18, 19, 20, 1985

## CALENDAR OF EVENTS

### CALENDAR OF EVENTS

#### FRIDAY, OCTOBER 18

- 2-8 pm Registration Begins—Sibley Hall
- 5:00 pm Alumni Art Exhibit & Reception—Fine Arts Building (Co-hosted by the Associates of the Fine Arts) Works by: Mark Fisher ('82) and Taryn Wise Moshar ('81)
- 6:30 pm Outdoor Barbecue—Alumni/Students/Faculty/Staff—Music by "The Nice Guys"
- 8:00 pm Hayride Through Campus

#### SATURDAY, OCTOBER 19

- 9:00 am Continental Breakfast—Sibley Chapel
- 10:15 am Annual Meeting—Sibley Chapel (Area admissions representatives will be introduced)

- 1:00 pm Alumni Luncheon—Ayres Dining Hall (Honored Class Recognition)
- 3:00 pm Departmental Presentations
- 4:30 pm Wine and Cheese with the Spainhowers—Spainhower Home
- 6:00 pm Candlelight Buffet Dinner at Historic Aimee Becker Home (Aimee Becker—LC '08)
- 8:00 pm Theatre Presentation (to be announced)
- 9:30 pm Homecoming Dance

#### SUNDAY, OCTOBER 20

- 8-10 am Breakfast—Ayres Dining Hall (Cardinal Room)
- 10:30 am Church Service—Lindenwood College Chapel (St. Charles Presbyterian Church—Dr. Robert McGruther, Pastor)

REGISTRATION FEE—The Registration Fee (\$4.00) defrays the cost of printing, mailing and incidental expenses.

RESERVATIONS—Reservations must be made by October 9. Local alumni who may wish to attend only part of the events should also return the Registration Form and must pay the Registration Fee. ROOM RESERVATIONS CANNOT BE GUARANTEED UNLESS REGISTRATION FORM IS RETURNED BEFORE OCTOBER 9!

Please return by OCTOBER 9 with your check made out to the Lindenwood Alumni Association to: Alumni Office, Lindenwood College, St. Charles, Missouri 63301.

## REGISTRATION FORM

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ Maiden Name \_\_\_\_\_ Class Year \_\_\_\_\_  
 Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Anticipated Time of Arrival \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_  
 (Late Registrants may pick up their keys at the Security Office, Roemer Hall)  
 Preference for On-Campus Room-mate \_\_\_\_\_  
 Indicate Number of Registrations for Meals and Lodgings \_\_\_\_\_  
 I WOULD LIKE TO MEET WITH THE ADMISSIONS COUNSELLOR IN MY AREA WHILE I AM ON CAMPUS \_\_\_\_\_

## RESERVATION BLANK

I PLAN TO ATTEND THE FOLLOWING EVENTS.

#### FRIDAY, OCTOBER 18

- Alumni Art Exhibit and Reception (Complimentary) \_\_\_\_\_
- Outdoor Barbecue \$9.50 \_\_\_\_\_

#### SATURDAY, OCTOBER 19

- Continental Breakfast (Complimentary) \_\_\_\_\_
- Reunion Luncheon \$6.50 \_\_\_\_\_
- Spainhower Reception (You are guests) \_\_\_\_\_
- Candlelight Buffet at Aimee Becker Home \$9.00 \_\_\_\_\_
- Theatre (To be announced) \$6.00 \_\_\_\_\_

#### SUNDAY, OCTOBER 20

- Breakfast \$3.00 \_\_\_\_\_
- LODGING ACCOMODATIONS—Dormitory Rooms (double occupancy) \$15.00 per night per person (sheets and towels are provided)
- Friday, October 18 \_\_\_\_\_
- Saturday, October 19 \_\_\_\_\_
- REGISTRATION FEE \$4.00 \_\_\_\_\_
- TOTAL AMOUNT ENCLOSED \_\_\_\_\_

Spouses are welcome to all Reunion activities and meals. Please mark the Reservation Blank for two if you wish to make a reservation for your spouse.

# club news

Continued from page 8

Money raised from this year's highly-successful event will be used for scholarship awards to deserving students at Lindenwood. The event is named in honor of Mary Easton Sibley, cofounder of the college.

The club is planning next year's event already, and it has established June 7, 1986, as the date for the third annual "Mrs. Sibley's Attic Sale." All area alumni are invited to attend.

Upcoming club events include a potluck dinner September 9 in the Goodall Parlor of the Memorial Arts Building; a Christmas tree trimming party in December, with the date and place to be determined later; and a Sunday brunch in February, 1986, cohosted by the club and the Associates of the Fine Arts, a campus-community organization of 150 art enthusiasts. The potluck dinner on September 9 begins at 6:30 p.m., and it will feature oral storyteller Jo Epping in a presentation following dinner.

St. Charles Area alumni are encouraged to send in this year's membership dues along with the membership form that appears in the recent issue of "Grapevine."

**KANSAS CITY CLUB** - Upcoming events for members of the Kansas City Lindenwood Alumni Club include a day at the zoo in July, a picnic at the Milburn Country Club and a Diamond Anniversary Celebration of the founding of the club, both scheduled in August.

Newly-elected officers of the club include Peggy Davidson Thompson, vice-president in charge of publicity; Fern Halliburton, treasurer; and Betty Jacoby Gibson, corresponding secretary.

Anyone interested in joining the club should contact Glenda Gerrard Watts, membership chairperson, at (913) 383-1849, or Esther Fenning, assistant director of development for alumni affairs, at the Lindenwood College Alumni / Development Office, (314) 946-6912, extension #317.

**SOUTHERN CALIFORNIA CLUB** - The Lindenwood Southern California Alumni Club met August 17 at the residence of Nancy Patterson Van Lonnen. Anyone interested in attending the meeting or in joining the club should contact Betty Butler Fitzpatrick at 3271-0 San Amadeo, Laguna Hills, CA, 92653.

## ALUMNI SUPPORT SOUGHT

Dear Alumni:

The Lindenwood College faculty has elected a General Education Committee to do an in-depth study and review of our general education requirements and curriculum.

The committee would like to enlist your help in this process. We would like to gain feedback and suggestions from you concerning your educational experience at Lindenwood.

Please take a few minutes to answer the following questions, and return this form by December 1st.

1. What course(s) was (were) most useful to you in your career achievements? Least useful?
2. What course(s) was (were) most valuable to your overall education and intellectual growth? Least valuable?
3. Were there any courses that you feel should have been required by all students at the college?
4. Do you have suggestions for improving the curriculum?

Name \_\_\_\_\_ Yr. Graduated/Attended \_\_\_\_\_

Please return this form to: Ray Scupin, c/o Lindenwood College, St. Charles, MO 63301



**SCHOLARSHIP GIFT** — Mrs. Fran Kehlmann of St. Louis, mother of the late Jack Carney, presents a \$500 contribution to President James I. Spainhower that will be added to the Jack Carney Communications Scholarship. Looking on is Chris Campbell of Camdenton, MO, a sophomore communications major and the first recipient of the memorial scholarship.

## Carney Fund grows

A nearly \$3,000 contribution from the St. Charles Lindenwood Alumni Club and a \$500 gift from Mrs. Fran Kehlmann of St. Louis, mother of the late Jack Carney, has increased significantly the Jack Carney Memorial Communications Scholarship.

Established earlier this year to honor one of the country's best-loved radio personalities, the scholarship fund provides tuition reduction to deserving students at both the undergraduate and graduate levels who want to study communications at Lindenwood College.

The creation of the fund following Carney's death stems from significant contributions by KMOX-AM Radio and CBS, Inc., of St. Louis earlier this year. Carney, 52, whose program was aired weekday mornings on KMOX-AM, died in November, 1984, of a heart attack.

The \$3,000 gift from the alumni club is from proceeds raised at this summer's "Mrs. Sibley's Attic Sale," an arts and crafts, antique and flea market event held this summer on campus. The alumni club's fund-raising event earmarks proceeds from booth rentals by vendors to scholarship awards for Lindenwood Students.

Funding from this year's event were earmarked to the Carney Memorial Communications Scholarship, which was increased through the generosity of Mrs. Kehlmann's gift.

The first recipient of the memorial scholarship is Chris Campbell of Camdenton, MO, a sophomore studying communications at Lindenwood.

During his life, Carney frequently aided communications students and faculty at Lindenwood College as well as its community radio station, KCLC-FM. Shortly before his death, he donated nearly \$10,000 in radio equipment and record albums from his private collection to the campus radio station.

Lindenwood College combines contributions such as from the alumni club and Mrs. Kehlmann with other tax-deductible dona-

tions to keep the fund permanent and aid future Lindenwood communications students in their educational pursuits.

The funding is part of about \$700,000 in direct support the college is earmarking this year in scholarship awards.

Further information on the Jack Carney Memorial Communications Scholarship as well as other awards possible for deserving students can be obtained by contacting the Development Office, Lindenwood College, First Capitol and Kingshighway, St. Charles, MO 63301.

## Families

Continued from page 5

to its members as well as to friends and families of prospective students," they said.

Upcoming functions planned by the society include sponsorship of a formal dance October 5 on the Lindenwood campus (see page 5 for details), close involvement with the college's career planning and placement efforts at the Consolidated Advising Program (CAP) Center in Niccolls Hall and hosting an orientation session September 1 for new students.

Membership in the Society of Families is open to families of current and recent Lindenwood students as well as anyone interested in the general welfare of the college. Currently, more than 30 families are members.

A \$10 annual membership fee defrays mailing costs for a subscription to the "Linden World," a student newsletter, and for information on Lindenwood College programs, such as the annual spring Parents' Weekend.

Society meetings are held at 7:30 p.m. the first Thursday of each month in the Memorial Arts Bldg. Lounge.

Further information on the Society of Families can be obtained by contacting Jim or Fran Shook at (314) 441-0142, or the College Life Office at (314) 946-6912, extension #230.

# Wentzville student receives Kiwanis Club scholarship for full college tuition

Denise Hakenewerth of Wentzville, MO, a senior this fall at Lindenwood, is the first recipient of the Renaissance Medal of Honor, an honor scholarship valued at nearly \$2,500 presented by the Kiwanis Club of St. Charles (Noon Day).

To be presented annually to an outstanding student at the St. Charles-based college, the award will be matched financially by Lindenwood, enabling Hakenewerth and future students to receive full tuition for one year.

The award was presented to Hakenewerth by Gary Fisher, president of the St. Charles Kiwanis Club, during the college's recent Honors Day Program on campus.

"The award is presented to a student who exemplifies the renaissance of Kiwanis ideals of balance among academic achievement, dedicated leadership and community service. The scholarship is given to honor the close cooperation between Lindenwood College and the Kiwanis Club as evidenced by the recent establishment of the Circle K Club on campus," said James D. Thompson, advisor to the coeducational service club and director of development for the college.

Hakenewerth is the daughter of Mr. and Mrs. James Hakenewerth of 1256 Josephville Rd., Wentzville. Majoring in psychology and English, she maintains a 3.98 grade-point average on a 4.0 scale. She is editor of "The Griffen," the college's literary magazine, and serves as president of the Psychology Interest Group, as academic chairperson of the Lindenwood Student Government and as a peer tutor in the college's Consolidated Advising Program Center.

A joint committee was appointed to select the first outstanding recipient of the Kiwanis Club and college award. Members con-

sist of Kiwanis representatives William B. Schaefer, immediate past president of the club and founder of the Lindenwood Circle K Club, Lt. Paul Orf of the St. Charles Police Dept. and Al Weston, former lieutenant governor of the Kiwanis Club; James F. Hood, Ph.D., acting dean of faculty at Lindenwood; Larry Sackman, director of financial aid at the college; and Thompson.

The Kiwanis Club Renaissance Medal of Honor will be presented to an outstanding student at Lindenwood College next spring. Further information on the 1986 scholarship award can be obtained by contacting Thompson at the Lindenwood College Development Office, (314) 946-6912, extension #320.



**MEDAL OF HONOR RECIPIENT - Denise Hakenewerth, vice-president of the Lindenwood Circle K Club, receives the first Circle K/Kiwanis Club Medal of Honor from Gary Fisher, second from left, president of the St. Charles Kiwanis Club. Looking on is Bill Schaefer, left, immediate past president of the club, and Lindenwood President James I. Spainhower, right, during ceremonies honoring Hakenewerth and the Kiwanis gift.**

## TRAVEL WITH LINDENWOOD FRIENDS AND ALUMNI - SPRING 1986

### NEW YORK! NEW YORK!

April 9 - 13, 1986 (5 days, 4 nights)

Relish the sights and sounds of the most exciting city in the world with Lindenwood alumni and friends.

Features:

- A City Sightseeing Tour
- An Evening At Rockefeller Center
- Visits to New York's Finest Museums
- Tickets to Broadway Shows and other Entertainment
- Air Fare and Hotel Accommodations and Above Included in Cost of Trip!

### THE BEAUTY OF TRADITIONAL JAPAN!

May 31 - June 15, 1986 (2 weeks)

The group will experience the unique aesthetic traditions reflected in Japanese culture. Palaces, temples, museums and spas - - - the quiet country villages, Japanese gardens, and the towering skyscrapers of Tokyo will all be a part of this enjoyable holiday. See the Japan you've only read about!

Dr. Dean Eckert, art professor and chairman of the Art Department at Lindenwood will direct the trip. Eckert is a lecturer on Japanese art and culture and has led previous tours to Japan.

\_\_\_\_\_ Yes, I am interested in the New York trip and would like more information.

\_\_\_\_\_ Yes, I am interested in the Japan Trip and would like more information.

\_\_\_\_\_ Number of persons in my group.

Name \_\_\_\_\_ Address \_\_\_\_\_

Telephone Number \_\_\_\_\_

Lindenwood is providing these trips as a service to our alumni and friends. The college will receive no compensation.

## Yearbook Discount

Want to see how Lindenwood College looks since you've graduated?

Then, order a copy of its 1984-85 yearbook, **LINDEN LEAVES**, and save money in doing so!

Lindenwood alumni throughout the country can order copies of the yearbook at the special student price of \$20 per copy.

Scheduled for publication and distribution this fall, the yearbook will include a special alumni section that will contain photographic highlights of campus events and activities during the past 10 years.

For further information on the **LINDEN LEAVES**, as well as ordering procedures, contact James Thompson, major funds coordinator for the college, at (314) 946-6912, extension #320.

# Unique VSD program offers jobs

Undergraduate students looking for career changes, employment security and occupational enhancement should consider a unique program at Lindenwood College that virtually guarantees jobs following graduation, reports Richard Rickert, Ph.D., director of the college's Valuation Sciences Degree (VSD) program.

The only one like it in the midwest and one of few in the United States, the VSD program is designed to provide professional education and degrees in appraisal, particularly in areas of real estate, business, personal property and fine arts.

The program is offered by the Lindenwood College for Individualized Education (LCIE) in conjunction with the American Society of Appraisers, the Washington, DC-based national organization of appraisers. The program is for qualified students with bachelor's degrees who can pursue one year of study in the LCIE that leads to a master's degree in valuation sciences. Bachelors degrees can be in areas of business, appraisal, economics, law, political science, liberal arts, computer science and data processing, Rickert said.

"It is not often when an interna-

tional corporation comes to Lindenwood with offers of hundreds of jobs. This is a need we are trying to meet," Rickert said. "Lindenwood's degree program provides the broad theory, the necessary methods and the practical experience needed to enter the appraisal profession. We have had 100 percent success in getting jobs for our students, and we have a huge pool of further openings available," he said.

Explaining the program, Rickert said studies enrolled in the VSD program study value theory in economics, appraisal principles and procedures and global social-

economic issues which affect valuation. "They focus research on their choice of specialization, such as real estate.

"In later terms, they study finance, law, investment strategy and financial analysis. Related studies can be taken as electives, for example, data processing and taxation. As soon as they have sufficient skills, they are assigned to internships with appraisers in the field," Rickert said.

"In their final terms, students complete local internships and their thesis, as well as a demonstration appraisal. In addition, they review their chosen area to prepare for examinations with the American Society of Appraisers or other appraisal societies for certification as an appraiser," he added.

Further information on employment and education opportunities in the Lindenwood VSD program can be obtained by contacting Rickert at the LCIE, (314) 946-6912, extension 227, or the Lindenwood College Admissions Office at extension #213.

## Alumni Directory

Lindenwood College alumni throughout the United States who have lost contact with classmates and fellow graduates soon will benefit from an alumni directory the college plans to publish next year.

Lindenwood has entered into an agreement with the Bernard C. Harris Publishing Co. of White Plains, NY, to publish the institution's first complete alumni directory.

The directory will be divided into four sections. The first part will contain interesting photos and information about the 158-year-old college, and will be followed by an alphabetical section with individual listings on each alumni.

Entries will include the name, class year and degree received as well as professional information such as job title, firm name, address and telephone number in addition to home address and phone. The third section will list alumni by class, while the final index will list alumni geographically by city, state and foreign country. Lindenwood has more than 10,000 alumni throughout the United States.

According to Harris Co. officials, updated information will be obtained through questionnaires sent to all alumni this summer and followed up by telephone verification in December. Publication of the directories is slated for spring, 1986.

Each alumni of Lindenwood College will be given the opportunity to order the directory when their information is verified by telephone. Sales will be restricted to only college alumni.

Further information on the alumni directories can be obtained by contacting the college's Alumni or Development offices at (314) 946-6912.

**Small colleges can help you make it big.**

Just ask Ronald Reagan, president of the United States, Eureka College; Phillip Caldwell, chief executive officer, Ford Motor Co., Muskingum College; Paul Newman, actor, Kenyon College; Gov. Martha Layne Collins of Kentucky, Lindenwood College; or Lesley Stahl, CBS News White House correspondent, Wheaton College.

Some of the nation's most successful people went to small colleges like Lindenwood - places where size, faculty and curriculum combine to provide them with individualized education, skills and confidence to make them leaders.

A small college can help you make it big, too! To learn more about the advantages of small, independent colleges like Lindenwood, contact the Admissions Office at (314) 946-6912, extension #213.