

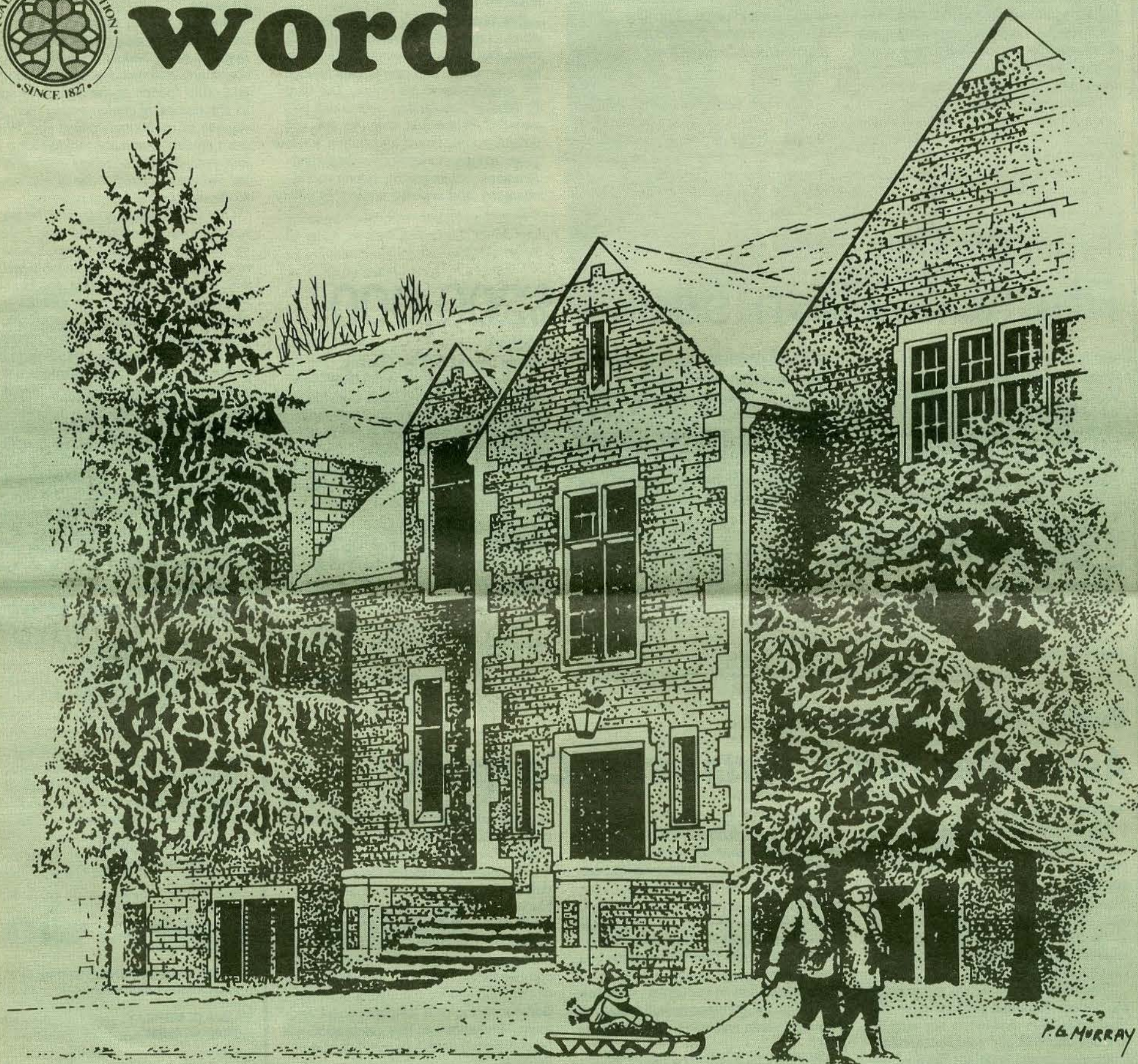
the linden word



winter '86

vol. 2

no. 4



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the president's message

by JAMES I. SPAINHOWER

Any institution that is almost 160 years old is certain to have a number of heroes scattered throughout its history. Usually, the "hero lists" of colleges are dominated by persons who have served as president or chairman of the board or those who have been major donors.

Lindenwood has been blessed with many heroes who fit the traditional hero mold - presidents like Sibley, Ayres, Roemer and McCluer; board chairmen like Black and Hyland; and donors like Watson, Carnegie and Butler.

There are other heroes in our history who fit in none of these categories, but whose dedication to the college, dynamic personalities and individual talents and skills made them invaluable in their time.

One such person is Guy C. Motley who, at various times in Lindenwood's history, served as acting president, director of admissions and vice-president. His tenure spans three decades - the 1920s, '30s and '40s. He was an invaluable

member of the administrative team of President Roemer. Alumni tell me he was a warm, outgoing person who was a friend and counselor to many, many students. Longtime residents of St. Charles remember him as a towering figure of integrity who helped bridge the inevitable town-gown chasm. Above all else, Guy C. Motley was instrumental in building Lindenwood College's residential student population through his excellent supervision of the college's Admissions Office.

It is because of Mr. Motley's contributions to the college's residential enrollment that we have named Lindenwood's most generous and prestigious residential scholarship in his honor. The Guy C. Motley Scholarship, which will be awarded for the first time this fall, will provide room, board and tuition for four years to two students of outstanding academic achievement, strong moral character and unusual leadership ability.

The Motley Scholarship Program is the bellwether of our efforts to give rebirth beneath the lindens to a strong residential college population. During the past 15 years, Lindenwood has undergone changes that have increased both its commuter population and its percentage of adult students. The college needed to expand its academic format if it was to remain a viable institution. We have no intention of neglecting these academic innovations of the past 15 years.

However, we do intend to reestablish Lindenwood as one of the nation's leading, small, residential, value-oriented, liberal arts colleges. I appeal to alumni and other friends of the college to send us the names of quality young men and women of traditional college age. We want students who are looking for a four-year experience where each is given the individual attention he or she needs to develop to the fullest potential.

Guy C. Motley is gone, but the personal concern for students manifested by this hero from Lindenwood's past is not gone. That's why we established, with a high degree of pride, the Guy C. Motley Scholarship. In the months ahead, we'll be providing opportunity for those who desire to honor the memory of this mighty man, to contribute to an endowment fund whose earnings will assure the continuation of the Motley Scholarship awards.

The nomination period for 1986 has closed (January 15th was the deadline), but it's not too early to be thinking about nominees for next year. Please review your acquaintances who are juniors and plan to nominate the best next fall for Lindenwood's "hero" scholarships - the Guy C. Motley Scholarship awards.

From alumni Phone-a-Thon seeks \$200,000

Following last year's record-breaking Alumni Phone-a-thon, Lindenwood's Development and Alumni offices have scheduled another two-phase telephone fundraising drive, hoping to secure \$200,000 in cash and pledges as part of the college's Renaissance Campaign.

With a theme of "Lindenwood's Alumni Ambassadors of the Renaissance," the first phase of the phone-a-thon is scheduled February 12 through March 12. The second phase is slated April 23 through May 28.

As part of this year's thrust of the multi-faceted Renaissance Campaign, "ambassadors" are being solicited to achieve the college's goal to secure \$10 million in cash and pledges for campus renovation and expansion, student

scholarship assistance and education and community advancement.

The first phase is under the direction of Maurita Estes Stueck of St. Louis, a 1943 alumna, and Virginia Terry of St. Charles, a 1959 alumna. Both will coordinate alumni, faculty, staff and student volunteers who will be trying to reach 3,000 Lindenwood alumni throughout the country during the four-week first phase.

Chairperson of the second phase of the Alumni Phone-a-thon is Jeri Herhold Stine of St. Louis, a 1970 alumna.

Stine and Terry along with Ann Hodges Pals, a 1965 alumna, served on the 1985 phone-a-thon, a five-month fund-raising project that raised nearly \$190,000 in cash and pledges from

alumni throughout the country.

Aided by numerous volunteers, last year's phone-a-thon helped to achieve a 32 percent level of support from college alumni - an accomplishment virtually unheard of at private colleges and universities in the United States, considering alumni support was less than five percent in fiscal 1983.

The tremendous support shown by Lindenwood alumni during the 1985 fund-raising drive placed the college among top institutions in the nation with outstanding levels of alumni support.

This year, Lindenwood is hoping to raise its level of support to 40 percent,

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Board member is chairman

Associates begin 'Partnership Campaign'

by LYNNE LANDHOLT

The St. Charles Associates of Lindenwood College are conducting the annual Partnership Campaign. The guidance and support that this associates group is providing have helped the college raise more than \$75,000 in cash and pledges so far this fiscal year. This giving record represents a 20 percent increase in St. Charles gifts from 1984.

"The community's active response to the partnership drive demonstrates the close friendship that exists between St. Charles and college," said Partnership Campaign drive Chairman Henry J.

Elmendorf of St. Charles.

The Partnership Drive will last through the spring in hopes of reaching a \$100,000 goal. "St. Charles continues to play a vital role in the college's growth and expansion," states James D. Thompson, development director. He adds, "The college is grateful for the extraordinary help that it's receiving from the associates group, and from Henry Elmendorf in particular. I am confident that the community will follow their leadership and meet this ambitious goal."

The financial assistance the college has received from St. Charles will be geared to increased scholarship awards and to building renovation.

Contributing a gift of \$100 or more insures membership into one of the college's premier giving clubs, the Lindenwood 1000. Club members are entitled to ticket discounts for theatre productions and sports events. In addition to these privileges, the college is hosting a series of "fun events" for all Lindenwood 1000 donors throughout the year, including a St. Charles Night at the Theatre and the elegant Sibley Medallion of Honor Dinner.

The St. Charles Night at the Theatre, scheduled April 2, will feature an on-campus rendition of Oscar Wilde's "The Importance of Being Earnest." All Lindenwood 1000 members will receive complimentary tickets to this show. The

evening will begin with a reception at 7 p.m. followed by the production itself in Jelkyl Theatre at 8 p.m.

The entire Partnership Drive will culminate at the first annual Sibley Medallion of Honor Dinner to be held on April 18th in the Grand Ballroom of the Memorial Arts Building located on the Lindenwood campus. The evening will commence at 7:30 p.m. with an elegant dinner followed by the award presentation consisting of a "celebrity roast and toast." Invitations to this celebration will be distributed as the giving-club status dictates.

This "gala event" is the college's way of expressing its gratitude to the community's extraordinary citizens. The award will be presented to a leader within the St. Charles community whose generosity has created a close friendship between the college and the St. Charles community.

"The community is responding to the college's needs, and this event will highlight one of the supporters who is helping to make this drive a success," Thompson said.

Nominations are being accepted for this award, and they can be sent to Lindenwood College, St. Charles, MO 63301, in care of Lynne Landholt, assistant director to the annual fund. Deadline for nominations is March 21. For further information, contact Landholt at 946-6912, extension #337.

the linden word



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Written and produced by the Lindenwood College Public Relations Office, **the Linden Word** is published quarterly and disseminated to nearly 30,000 alumni, friends and supporters of the college.

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Elmendorf

Alumnus receives congressional honor

Victor T. Avellino, a May, 1985, graduate of Lindenwood College, is one of six students in Missouri to have received the Congressional Gold Medal Award, an annual presentation by Congress that recognizes outstanding students in the country for leadership, personal development and community service.

Currently enrolled at St. Louis University School of Law, Avellino traveled to the nation's capital last fall for a special awards ceremony at the Sheraton Washington Hotel, hosted by the Congressional Awards Council. The event was attended by a number of lawmakers, including U.S. Rep. Robert A. Young (D-MO) who aided in the nomination of Avellino for the prestigious award.

Joining Young in the nomination was Lindenwood College, which cited Avellino for his leadership in the Lindenwood Student Government; for his participation in intercollegiate athletics; his service as a peer tutor and residence hall advisor; and his extensive involvement in the Lindenwood Circle K Club, a service organization hosted by the Kiwanis Club.

Cited as an outstanding club by Kiwanis International, the Circle K Club was chartered in 1984, and is the first international organization on campus.

Avellino's involvement with the Cir-

cle K Club has led to many community service projects, such as a forum at Lindenwood featuring U.S. Sen. John C. Danforth (R-MO) and a 20-hour dance-a-thon which raised nearly \$3,500 for the USA in Africa Foundation, the organization that addressed the starvation problem in African countries during 1985.

Lindenwood honored Avellino during a special luncheon at its recent Alumni Reunion Weekend. At the luncheon, he was presented the Presidential Award by Lindenwood President James I. Spainhower for outstanding service to the college and community.

Commenting on the Congressional Gold Medal Award, the Manchester, MO, law student said, "to me, this award means a lot. It seems to symbolize some of the ideals I've strived for over the past few years, ideas such as initiative, service and achievement.

"The Congressional Gold Medal Award gives young people today a goal to shoot for while helping the community at the same time. I hope other young people will make this their goal as well," Avellino added.

The Congressional Gold Medal Award, along with the Congressional Medal of Honor for military service or valor in the armed services, are the only citations given by Congress to outstanding Americans, such as Avellino.



CITED BY LINDENWOOD COLLEGE — Victor T. Avellino of Manchester, a 1985 alumnus, shows his Congressional Gold Medal Award to Lindenwood President James I. Spainhower, left, and James D. Thompson, right, director of development, during a recent luncheon at which the college honored Avellino. The St. Louis University School of Law student was cited by Congress for leadership, personal development and service to the community.

Searching for outstanding students

Residents in selected areas of 17 states throughout the country are being solicited by direct mail and in the media to nominate a few outstanding high school seniors who can compete for full-tuition scholarships and board at Lindenwood College.

As a means of strengthening its residential population, Lindenwood College will offer two Guy C. Motley Scholarships next fall to outstanding students nominated by friends of the St. Charles institution.

Each worth \$30,000 during the next four years, the scholarships are the most lucrative offered by Lindenwood

and cover the total cost of tuition as well as full room and board. The scholarships are part of nearly \$2 million in direct scholarship support Lindenwood has earmarked during the next four years, said James I. Spainhower, president of the liberal arts institution.

In announcing details of the national solicitation and the college's expanded Residential Scholarship Program, Spainhower said, "The Guy C. Motley Scholarships are Lindenwood's highest awards, and they will be presented on the basis of academic record, leader-

ship, character and personal achievement. Competition for these two scholarships is by invitation only."

The two awards are named in honor of Motley, a former director of admissions, vice-president of the college and chairman of an administrative committee that presided over Lindenwood operations from 1946-47. "Motley's advocacy for a strong residential college and his concern for students merit that the college's most distinguished scholarship awards be named in his honor," Spainhower said.

According to Spainhower, the college selected geographic areas in the 17 states because of their high concentration of Lindenwood College alumni residing in urban and rural areas of the states. States include Arkansas, Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Missouri, Nebraska, Ohio, Oklahoma, Tennessee, Texas and Wisconsin.

In addition to a direct-mail campaign by the Admissions Office to more than 10,000 residents in both rural and urban areas, 65 regional media releases were disseminated by the Public Relations Office to more than 450 newspapers in the 17 states.

Nationally, Lindenwood is soliciting the names of outstanding students who would be eligible for the Motley scholarships from among selected alumni, high school administrators and guidance counselors, clergy, civic and business leaders and friends of the college.

"While many colleges are experiencing declining enrollments, Lindenwood is enrolling more students than ever before in its history," Spainhower said. "In the years ahead, we want to continue this growth until we reach what we consider to be the optimum for our

facilities. We have no desire to become a large university but we do want to strengthen the academic core of our college - our full-time, undergraduate, residential students."

Spainhower said instrumental to achieving this goal of full enrollment in Lindenwood's residential college is the newly-revised Residential Merit Scholarship Program.

"Because of increased giving by alumni, corporations, foundations and friends, Lindenwood has been able to increase substantially the amount of funds available for residential merit scholarships," Spainhower said.

All nominees not awarded a Guy C. Motley Scholarship will be considered automatically for one of Lindenwood's 177 merit-based residential scholarships as part of the revised program. The remaining scholarships range in value from more than \$6,500 to \$15,000. In addition, the college offers

Continued on page 13

Our cover ... the MAB

Shown on the front page is a scene familiar to broadcasting graduates of Lindenwood College - the Roemer Memorial Arts Bldg.

Erected in 1939 and named in memory of Lillie P. Roemer, a generous benefactor and wife of President John L. Roemer, the structure houses the studios and broadcast facilities of KCLC Radio as well as the Alumni Affairs and Development offices,



the Goodall Parlor and offices and recital rooms for Lindenwood CASA, the campus facility of the St. Louis Conservatory & School for the Arts.

The recently-refurbished Goodall Parlor, called one of the most beautiful rooms on campus, is named for Arthur S. Goodall who has served on the Lindenwood College Board of Directors since 1937 and is an honorary life member of the Lindenwood College Board of Overseers.

From a photograph, the cover was drawn by Paula G. Murray, graphic artist in the college's Printing Center. Married and the mother of a three-year-old son, Murray joined the staff in 1984. She has completed commercial art courses at St. Louis Community College at Florissant Valley and currently is enrolled as an undergraduate student at Lindenwood.

Her drawing of the Memorial Arts Bldg. originally was used as the cover for a brochure distributed during the college's third Annual Christmas Walk last month. The drawing is part of a series of renderings of historic and stately buildings on campus that has been utilized in various brochures, booklets and materials published by the college's Printing Center.



Guy C. Motley

Designated for fiscal '86:

Lindenwood's 'Year of the Professor'

Lindenwood College has designated fiscal 1986-87 as the "Year of the Professor" as a means of highlighting one of the most important aspects of a Lindenwood education - the institution's outstanding faculty.

Under the direction of a 12-member steering committee, the college plans a year-long celebration to cite and honor faculty members. The event will be highlighted by a fall convocation at which the college's "Professor of the Year" will be named. The individual chosen will receive a \$1,000 cash stipend and will be honored at a dinner hosted by the college.

The fall convocation will be coupled with a symposium at which the new Vice President for Academic Affairs and Dean of Faculty will be installed. Currently, the college is recruiting nationally to fill the vice-presidential position that has been vacant since last year following the resignation of Aaron Miller, dean of faculty.

The symposium's theme will center upon what creates excellence in teaching, and the event will feature a special lecture by either selected faculty members or guest speakers.

Steering committee members consist of Edward C. Balog, chairman of the History Dept. and the faculty's Educational Policies Committee; John A. Bornmann, a 21-year faculty member and chairman of the Chemistry Dept.; Ann Canale, chairperson of the English Dept.; Solon Chervitz, assistant professor, professional librarian and chairman of the Faculty Council; James F. Hood, a 25-year veteran of the faculty and acting Dean of Faculty; Amy McCracken, a senior majoring in psychology and president of the student body; Arlene Taich, dean of the Evening College and Lindenwood College for Individualized Education; James D. Thompson, a Lindenwood alumnus and director of development;

'Who's Who' nominees

The names and biographies of nine Lindenwood College students will be published in this year's edition of *Who's Who among Students in American Universities & Colleges*, an annual directory that contains information on some of the country's most outstanding campus leaders.

Students nominated include Eric Carlson, a junior from Louisville, KY; Connie R. Scrivner, a junior from St. Charles; Mrs. John Wensink of St. Charles, a junior; Kara L. Diver of Bellevue, NE, a junior; Mrs. John Abrams, a graduate student from Clayton, MO; Julie A. Baehler, a senior from Hazelwood, MO; Lisa M. Olliges, a senior from St. Louis; Deanna M. Rasch, a junior from Florissant, MO; and Denise Hakenewerth, a senior from Wentzville, MO.

Scheduled for publication this spring, the directory will contain a listing of students selected from more than 1,500 institutions of higher learning in all 50 states, the District of Columbia and several foreign countries.

Outstanding students, including many from Lindenwood College, have been honored by the Tuscaloosa, AL-based publication since it was first introduced nationally in 1934.

Randy L. Wallick, director of the Public Relations Office; President James I. Spainhower, an ex-officio member; Ray Harmon of the college's board of directors; and Keith Hazelwood of the college's board of overseers.

The committee is working closely with the Development Office and the Lindenwood College Board of Overseers to develop a five-year program in which an endowed chair or professorship in various educational disciplines would be established jointly each year by the faculty and the board of directors.

It also is negotiating with several foundations in the metro area for a grant proposal to secure a three-year faculty development grant for expansion of educational pursuits. Such a proposal could include a provision that at the end of the grant period, Lindenwood would include adequate faculty development funds in its annual operating budget.

As part of the "Year of the Professor," expanded editorial coverage

will be provided in this issue and subsequent ones of the *Linden Word*. Faculty members will be cited for various professional, community and personal accomplishments as well as for their important role in Lindenwood's educational programs. All upcoming issues of the quarterly tabloid will feature selected writings by faculty members chosen by the steering committee.

In addition to expanded coverage in the *Linden Word*, "The Lindenwood Report," a bi-monthly newsletter published by Lindenwood, will be devoted to faculty writings as part of the "Year of the Professor." The newsletter is distributed to more than 1,400 educational leaders throughout the country.

"Lindenwood's Year of the Professor" also has been designated as the theme for the publication of the college's 1986 annual report, a magazine sent to more than 5,000 institutional supporters. This year's annual report will be revamped editorially to highlight Lindenwood's faculty and its important

role in teaching.

Other ideas being discussed by the steering committee include a special display of faculty writings in Butler Memorial Library throughout the year; a convocation to honor the college's emeriti; a pictorial display of all full-time professors in the lobbies of classroom buildings where professors teach or have offices; and the dedication this fall of a Faculty Lounge on campus.

"The backbone of this college is its outstanding faculty," Spainhower said, "and it is only fitting and proper that the college renew a past practice of honoring home of its outstanding educators."

Readers of the *Linden Word* are invited to share faculty experiences, to offer the steering committee suggestions or to assist in "Lindenwood's Year of the Faculty." Correspondence should be directed to the "Year of the Professor," in care of the Public Relations Office, Lindenwood College, St. Charles, Mo. 63301.

College gets \$22,400 education grant

Lindenwood has received a \$22,440 grant from the Missouri Coordinating Board for Higher Education to be used for workshops designed to help improve math and science instruction for area elementary and secondary education teachers.

Workshops will be available to teachers from public and private school districts in Franklin, Lincoln, St. Charles and Warren counties. The grant will be used to pay the tuition of teachers attending the workshops, and those participating will receive one semester hour of graduate credit.

The project is designed to fulfill the goals of the Education for Economic Security Act, a measure passed by Congress to improve math and science instruction for America's teachers. It also will address the needs of Missouri educators as expressed in a recent ad hoc committee report by the Missouri Dept. of Elementary and Secondary Education.

Instrumental in securing the funding for the four-county area was Gene M. Henderson, Ed.D., chairman of Lindenwood's Education Dept., who developed the program approved by the Coordinating Board and funded by the U.S. Dept. of Education.

The workshops will be offered at either the Lindenwood College campus in St. Charles or at schools in the four-county area. Workshops will consist of 10 hours of instruction and two hours of follow-up instruction, Henderson said.

"The program is thought to be appropriate because it includes a way in which peer participants visit one another's classrooms to assist in practicing effective teaching techniques in math and science. Two or three follow up activities will be a part of each workshop, and teachers will not receive graduate credit until the follow-up activities are completed," Henderson said.

Although enrollment will be limited to 24-30 participants per workshop session, the program is designed to service 400 teachers in the four-county area.

"Teachers with leadership qualities will be encouraged to participate in these workshops in order to ensure a greater efficiency in spreading these effective instruction strategies of science and math among other teachers in the

school district," Henderson said.

Further information on the program can be obtained by contacting Henderson at the Lindenwood College Education Dept., (314) 946-6912, extension #356.

Luncheons to increase dialogue

Lindenwood President James I. Spainhower is hosting Legacy Luncheons once again this year as a means of increasing communications among faculty members, administrative employees and students.

Held each week in the Legacy Room of Ayres Cafeteria, the luncheons provide the opportunity for students to meet the president and key faculty and administrators who are invited to attend the sessions.

"More importantly than increasing dialogue," Spainhower said, "the luncheons enable me to share some of Lindenwood's colorful history and rich legacy with our students."

Started by Spainhower, the Legacy Luncheons have proved successful since they were started in fall, 1984. All full-time students are invited to attend the luncheons throughout the fall and spring semesters.



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For fall, '85:

College's highest enrollment is set

Lindenwood College's total enrollment for the fall, 1985, semester was 2,074 students, the highest enrollment in the 159-year history of the St. Charles-based institution.

In announcing the record enrollment, Registrar Sally Sears said the total headcount represented about a 19 percent increase from the 1,755 students enrolled at Lindenwood for the fall, 1984, semester.

Earlier in 1985, the college reported an enrollment of 1,847 students - the highest spring enrollment in its history.

Broken down, the 2,074 figure represents 800 full-time students and 1,274 part-time ones, according to Sally Sears, registrar. Of the total number of

students enrolled during the fall semester, about 575 are graduate ones and nearly 1,500 are undergraduates. About 1,350 students are attending classes at the main campus in St. Charles while 724 students are attending off-campus locations in St. Louis and St. Charles counties, Sears said.

Sears attributed the two semesters of record enrollments to increased efforts on behalf of the college's admissions and marketing staffs at both the undergraduate and graduate levels, and "to an increase in awareness of Lindenwood College as a traditional leader in quality, liberal arts educational offerings."

The registrar said, "While many col-

leges and universities throughout the country are experiencing declining or stabilizing enrollments, we are showing record ones.

"More important than our record enrollment is the quality of our new students," he said. "Their grade-point averages (GPAs) have increased and their ACT (American College Testing) scores are among the highest in the metropolitan area and are far above the national average for entering college students," Sears added.

This fall, ACT scores for the freshman class average 19.93, as compared to 18.6 last fall and 18.3 for the national average. GPAs this fall are 3.07 (out of 4.00) for new students at

Lindenwood College, an increase from 2.80 reported for the fall semester in 1984.

The previous high enrollment in Lindenwood College history was in 1982 when 1,985 students were enrolled for the fall semester classes.

One of the oldest colleges in the United States, Lindenwood offers nearly 60 programs leading to associate, undergraduate and graduate degrees.

College teams with United Van Lines

United University has been formed at the world headquarters of United Van Lines in Fenton, MO, in a unique program arranged jointly by the firm and Lindenwood College.

One of the largest carriers in the world, United Van Lines has contracted with the college to provide education to its employees as well as those of other businesses and corporations in the Fenton area.

Forty students from United Van Lines, John Fabick Tractor Co. and the St. Louis Assembly Division of Chrysler Corp. are enrolled this semester in accounting, marketing and English composition courses being offered through Lindenwood's Evening College.

According to Arlene Taich, dean of the Evening College and Lindenwood College for Individualized Education, the courses are offered for credit on a quarterly basis at United University, and they can be expanded to meet the individual needs of firms as well as residents in the Fenton area.

The three courses offered by Lindenwood were taken from the college's undergraduate curriculum, but have been tailored to meet the specific needs of those enrolled at United University, Taich said.

United Van Lines, which employs 800 at its world headquarters, is a leader in promoting in-house educational training for its employees. Much of the firm's horizontal and vertical advancement is based upon educational incentives for its personnel.

Programs begin to strengthen campus' residential population

Lindenwood College has launched the Full-House Residential Program (FHRP), a multi-faceted campaign to increase residential student enrollment at the main campus in St. Charles.

"The purpose of the program is to recruit residential students to fill all available residence rooms by the fall of 1987 and, as additional residence facilities become available, until 1990 when the optimum residential population of 635 is achieved," said President James I. Spainhower in announcing details of the FHRP to a recent meeting of all faculty and staff members.

The FHRP is being supplemented with an intensive recruiting program by the college's Admissions Office staff and a coordinated promotional program by the Lindenwood Public Relations Office.

The key to the FHRP involves internal support from faculty and staff employees as well as undergraduate and graduate students and members of both the college's boards of directors and overseers.

Externally, the program will involve assistance from high school counselors, clergy, Lindenwood alumni and selected supporters and friends of the college from throughout the United States, including many civic and business leaders in the metropolitan St. Louis area.

Spainhower has asked representatives of these various groups to supply the Admissions Office with the names of prospective students who would like to reside on campus. He also has asked representatives to send letters to friends, relatives and acquaintances throughout the country, urging them to supply the names of prospective students who would like to find out more about the advantages of a Lindenwood education.

The president is directing the FHRP in cooperation with key college administrators and Miriam King-Watts, dean of admissions, and the Admissions Office staff. He has called for "total support" from both internal and external sources to achieve goals of the program.

Although the program is in the infancy

stage, initial results show that the names of more than 125 prospective students have been submitted to the college.

Although Lindenwood maintains one of the fastest-growing residential enrollments among area colleges and universities, the residential population has declined from a record high of 656, established in 1966. As part of national trends, non-resident population has increased significantly since the early 1970s. Currently, nearly 75 percent of Lindenwood's enrollment of nearly 2,000 consists of older students, mostly working adults and commuters.

Currently, there are about 220 students living on campus this semester.

In addition to referrals and letters from internal and external sources, the FHRP also involves the production of a videotape that can be utilized for student recruitment and promotional purposes.

Coupled with the FHRP, Spainhower said the college is considering expanding various out-of-classroom activities and creating intercollegiate tennis, golf, cross country and track as incentives for strengthening student enrollment.

Housing policy expanded

As a means of meeting the needs of Lindenwood College's growing number of working adults, married couples and graduate students, the St. Charles-based institution is offering accommodations on campus for single and married students.

Housing can be occupied throughout the year in Irwin and Cobbs halls as well as at the Lindenwood Lodge. Accommodations in historic Sibley Hall, the oldest structure on the 100-acre campus, may be available later this year, said Jerry Rufkahr, vice-president of administration.

For single students, residential accommodations are available in Irwin Hall for women only and in Cobbs Hall for both men and women. The monthly rental rate ranges from \$180 for single occupancy and from \$135 for double occupancy.

For single male or female students, facilities are available at the Lindenwood Lodge. The monthly rental rate is \$250 for single occupancy or \$150 for double occupancy.

For single or married students, two-room, air-conditioned suites are available in Cobbs Hall. The monthly rate is \$300.

Rufkahr said the monthly rentals include optional furnishings, free parking with 24-hour security and all utilities except telephone. Coin-operated laundry facilities and kitchenettes are located in several residence halls at the main campus. Children cannot be accommodated in Lindenwood housing.

Meals can be taken in Ayres Cafeteria at a 10 percent discount, or at an even greater savings for single or married students who want to participate in the college's various meal plans.

For further information on the expanded housing program, or for a detailed brochure about Lindenwood College accommodations, contact either the Admissions Office or the Office of Programs and Residences at (314) 946-6912.

In Memoriam

Memorial services were held last fall for John M. Black of Corona del Mar, CA, a member of the Lindenwood College Board of Directors since 1964, who died Sept. 26, 1985, in Newport Beach, CA, at the age of 85.

A native Californian, Mr. Black completed 43 years with the Bell System in California and Missouri, retiring in 1965 as executive vice-president of Southwestern Bell Telephone Co. of St. Louis.

Former president of the Lindenwood board, he was active on a number of boards of directors, including the St. Louis Metropolitan YMCA, the Salvation Army, the former St. Louis Metropolitan Chamber of Commerce, the Metropolitan Church Federation of Greater St. Louis, Boatmen's Bank, the United Way, the National Museum of Transport and George Williams College in Chicago.

A life-long Presbyterian, he was active in the First Presbyterian Church of Pasadena, the Presbyterian Church of Menlo Park, CA, the First Presbyterian Church of Palo Alto, CA, and the Second Presbyterian Church of St. Louis.

Mr. Black was a Navy veteran of World War II, and was a member of the Free & Accepted Masons, the St. Louis Consistory of the Scottish Rite and the Moolah Temple of the Shrine.

He is survived by his widow, Polly; a son, John M. Black, Jr., of San Jose, CA; a daughter, Mrs. Kenneth Smith of Rock Hill, MO; and three grandchildren.

The family has requested donations be made in Mr. Black's memory to the American Leukemia Society and/or Lindenwood College.

letters to lindenwood

Dear Editor:

I am but one of the privileged. I remember Lindenwood not as an institution, but rather as an atmosphere, an aura, a cloak; as an attitude one carries forward through life. It impacts a special bearing, a special carriage, a dedication to excellence and a determination to reach goals, no matter how difficult.

Without doubt, I was the all-time underachiever to pass under the spreading branches of the giant linden trees, sheltering the winding drive leading to the portal of knowledge. In spite of, or perhaps because of, my wretched lack of accomplishment - in the midst of those brilliant young women of superior achievement - I persevered.

There can be no substitute for the standards of behavior and academic excellence demanded by the fine staff of that era. Societal contributions by Lindenwood women justify belief in the college experience. The tradition is ongoing, changing to meet the needs of students. During a recent visit, I was flabbergasted to observe the many changes which have occurred during the decades.

One of the most valued concepts I incomprehensibly osmosed is that of welcoming a new challenge. Unfortunately, it took me longer than absolutely necessary to recognize the message of the restlessness within. Consuming challenges present themselves at unexpected times during our lives.

I write to encourage those who may feel like I did as a 17-year-old girl in 1945 who thought she was not going to make the grade. You can do it. Believe in yourself and your ability. Believe in the Lindenwood College tradition. I write to any of those who may remember my undistinguished passage. But, more importantly, I write to salute the ideas of Lindenwood College. Thank you for your influence, and best wishes for your continuing success.

M. Beverly McGarrey,
P.O. Box D
Avenal, CA 93204

(Editor's Note: Beverly McGarrey (nee Burkes) resided at Ayres Hall during her undergraduate years at Lindenwood from 1945-56. She did 'make the grade' and achieve, completing her

Names sought

Nominations are being sought for this year's Alumni Merit Awards, annual presentations by the college's Alumni Council which cite outstanding Lindenwood alumni.

Following the tradition established by the council last year, two merit awards once again will be presented at commencement this year - one for distinguished service to the community or profession and the other for outstanding service to the college.

The deadline for submitting nominations is March 1. Nominees will be highlighted in an upcoming issue of the *Linden Word*, and recipients will be honored at the 1986 Spring commencement, May 17 on campus.

For submitting names or further information on the 1986 Alumni Merit Awards, contact the Alumni Office at (314) 946-6912, extension #317.

undergraduate degree following Lindenwood, her M.Ed. and M.S. degrees and, perhaps not lastly, her doctoral degree.)

Dear Alumni Office:

Has any one written a renaissance book from 1920 to the present? If so, I would love to purchase a copy.

Also, will you kindly send me information on the Memorial Trees program? I would like to know if the amount of \$500 can be paid in installments. I am seriously interested in donating a tree in memory of my father.

Mary L. Bilsborough ('27)
West Lafayette, IN

(Editor's Note: In regard to your first question, no one has written a history of the college from 1920 to the present. We are looking for a grant for this project. In regard to the Memorial Tree Program, we will be happy to plant a tree in honor of your father. Your \$500 donation can be made in as many installments as you wish. Once we have the complete donation, we will plant the tree with a plaque inscribed with your father's name and yours. For your convenience, I am enclosing stamped, self-addressed envelopes for you to send your contributions.)

Dear Sir,

Does Lindenwood College still have jackets with the Sibley coat of arms?

Betty Gray Proctor ('43)
Statesboro, GA

(Editor's Note: Unfortunately, the jackets you asked about are no longer available. The campus Bookstore has a wide variety of jackets, sweaters and shirts containing the college's logo. A full-page advertisement appears on page 16 of this issue, showing a few of the jackets available. You can contact the Bookstore for more information about the availability, colors, sizes and prices of clothing and merchandise it offers.)

Dear Sir,

The Lindenwood College Annual Christmas Walk was a real hit of our holiday season.

Thank you so much!

Mr. and Mrs. Ronald W. Peck
St. Peters, Mo.

(Editor's Note: For details on Lindenwood College's gift to the community, the 1985 Christmas Walk, see page 15 of this issue.)

Dear Editor:

On behalf of the United Way of Greater St. Louis and the approximately one million people in our community that will turn to the United Way for help in 1986, I wish to thank you very much for your time and effort in this the 1985 campaign.

It is never easy to find time in a busy schedule for non-business related activities. Lindenwood College did and, as a result of your efforts, many people will benefit in a multitude of ways.

You may be assured that the college's employees have helped to make our community a better place to live for all of us.

James M. Gastiglioni,
St. Charles
United Postal Service and
United Way Representative

(Editor's Note: Once again this year, Lindenwood supported the annual campaign of the United Way, enabling the organization to achieve its 1985 goal of \$35 million. More than 50 faculty and staff members donated nearly \$2,200 to the campaign. Of the total raised by the United Way, more than \$1 million will be earmarked this year to nearly 20 service agencies in St. Charles County.)

The Lindenwood Lodge

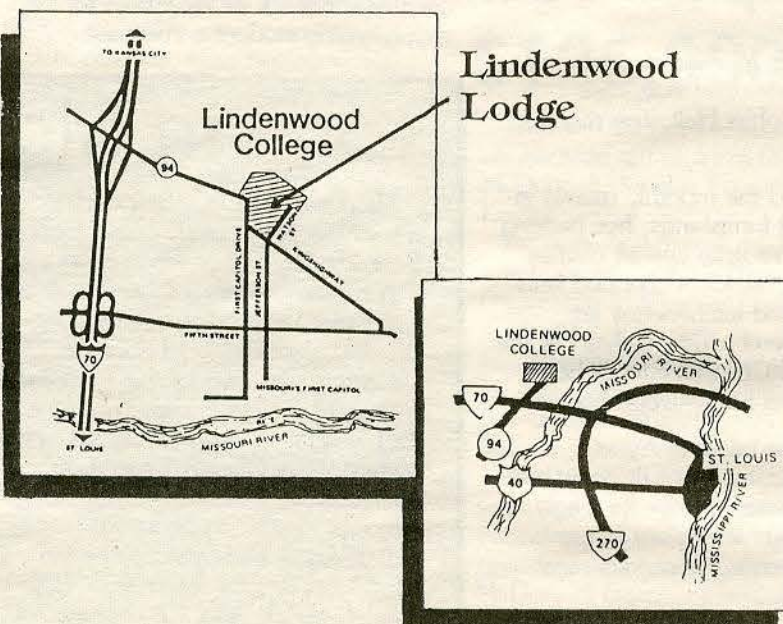
OF ST. CHARLES, MISSOURI

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.

We also offer a modestly priced variety of menus for lunch and dinner.

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.

**Phone (314) 946-6912, ext. 202,
for Reservations**

Zoe Guthrie Penrod

Lindenwood honors its oldest living alumna

by ESTHER T. FENNING

In 1907, Henry Ford introduced the Model T. Oklahoma became the 46th state in the union. Cleveland was the site of the first public showing of a talking and color motion picture. The Plaza Hotel was completed in New York City and Picasso painted "Les Femmes d'Alger," introducing cubism to the world of art.

In St. Charles, Lindenwood College was celebrating its Diamond Jubilee. The senior class motto was "Ad Astra per Aspera" and the class yell was "Racky Cax! Coax! Coax! Terry O Rex, O Rex, O Round; Clickity Clack, Clickety Cown: Rah for the Seniors, Gold and Brown!"

George Ayres was president of the college, Laura Heron was "lady principal" and Tula Kirby was house mother. According to the 1907 *Linden Leaves*, Jennie Foute, secretary of the junior class, wrote a satire, "A Lindenwood Faculty Meeting," for the senior publication, and it was noted that the seniors won the Senior / Junior Basketball game on Jubilee Day, receiving a \$10 gift from President Ayres.

On page 30 of the 1907 *Linden Leaves* is a photograph of Zoe Guthrie, a petite, 5-foot, 92-pound senior from Potosi, MO. Adjacent to the photo is the caption, "Born in the Ozarks on a freezing day in December, 40 miles from nowhere. Spent early days sliding down the mountains, which accounts for her 92 pounds of bone and muscle. Promising horse woman. Prize cake walker. Charter member of Lindenwood."

Today, 79 years later, Zoe Guthrie Penrod is Lindenwood College's oldest living alumna.

A resident of Fifty-Six, AR, a small

town located a few miles from the Arkansas-Missouri border not far from where she was born, Zoe celebrated her 100th birthday on Dec. 6, 1985.

With her marriage to A. G. "Gus" Penrod in 1908, Zoe began what was to be a lifetime of travel and achievement, working with her husband in the new and exciting field of motion picture photography.

The Penrods were married at the minister's home on the Lindenwood campus. Gus was a University of Illinois football player who, rather than returning home with his team following a game, took a train to St. Charles and proposed to Zoe, rather impulsively, she admits.

After the marriage, the young couple left for Nebraska where for the next few years, they homesteaded property. They lived in a small house with sod walls and a roof, constructed by Gus. They collected cow chips for heating and cooking fuel.

A few years after completing their homestead, they sold the land and, with their daughter, Alpha, moved to Effingham, IL, where Gus began studies at the Bissell College of Photography. After his graduation, the couple moved to Riveria Beach, TX, where Gus began work as a photographer for a large Riveria Beach resort.

When the resort was destroyed by fire, Gus, Zoe, their daughter and a new son, John, moved back to Effingham where Gus began teaching photography at Bissell. Subsequently, he received an offer to teach at Columbia University in New York City, and the family soon relocated.

During World War I, Gus became an enlisted man in the Signal Corps,

photographic section. Zoe and their two children accompanied him to Fort Monmouth, NY. After the war, the family returned to New York City where Gus began work as a motion picture cameraman.

Friends and relatives of Zoe are not surprised at her health and longevity. Like many Lindenwood College alumnae who were unusual women for their times, she seemed challenged by the adventure of the future. She was courageous and independent, two necessary attributes for those "ahead of their time."

Zoe soon became as proficient in photography as her husband, and the two subsequently became a team. Most motion pictures were filmed on location, and Gus and his wife visited all parts of the country, spending from weeks to months at a time.

Among the many famous people Gus and Zoe met during the silent picture era were Mr. and Mrs. Harry Houdini. Gus photographed many of Houdini's spectacular magic stunts.

In 1922, when Gus was ready to shoot what was to become the silent film classic, "Down to the Sea in Ships," he selected a 17-year-old extra who had just won a beauty contest in Brooklyn, NY. The young girl had to go to Bedford, MA, for the shooting, and Zoe became her close friend and chaperone for several months. The girl was Clara Bow, the "It Girl."

In 1924, their photography took Zoe and Gus around the world where they met and photographed many foreign dignitaries. The couple's extensive travel gave Zoe and Gus the idea they had been thinking about for years - to produce a series of short subject pictures called "travelogs" to be shown at movie theatres along with or between feature films. The couple traveled to Cape Breton, Nova Scotia, for the first one and to Bermuda for the second travelog.

The Penrods were planning a third trip to the Valley of Ten Thousand Smokes in Alaska when Gus had the opportunity to accompany a sealing fleet in St. Johns, Newfoundland. He did, and for the first time in their marriage and careers, Gus and Zoe were separated. In March, 1924, the powder magazine of the sealing ship Viking blew up, killing many men, including Gus Penrod. He was 41 and Zoe was a widow at 45.

But, the second half of Zoe's life has been no less active than her first 45 years. After World War II, she moved back to Riveria Beach, TX, with her daughter, Alpha, and Alpha's family. Zoe became involved with local, civic, school and church affairs - she gave the reading of the Scriptures at her church until she was 90 years of age.

She began painting and soon became more than proficient. Today, the homes of her children, grandchildren, friends and relatives are full of her artistic works.

And, she traveled! She visited missionary friends in the Virgin Islands and in Peru, where she flew to at the age of 85. It was on this trip in 1970 that she spent several weeks bouncing around in a Jeep at 12,000 feet in the Andes - with no ill effects.

In recent years, Zoe and her daughter have traveled extensively each summer throughout the United States and Canada by motor home. In 1980, they settled in Fifty-Six, AR.



A CENTURY OF MEMORIES — Lindenwood College's oldest living alumna, Mrs. Zoe Guthrie Penrod, is pictured with her daughter, Alpha Penrod Seawell, at their home in Fifty-Six, AR. Mrs. Penrod's favorite friend, her dog, "Punkin," managed to get into this picture, taken two years ago.

According to her son, John, "Zoe, at 100 years of age, is in good health but fragile. Her hearing and eyesight are not up to par, but her mind is clear and her voice strong, especially when recalling her days at Lindenwood."

When asked what those days meant to her, Zoe replied, "Penmanship, good manners and good diction were invaluable all during her life, but best of all were the lasting friendships (that were) formed."

"Happy Birthday" to Zoe Guthrie Penrod - photographer, painter, mother, wife, traveler and teacher - a universal woman - a Lindenwood woman.

(Editor's Note: A special thanks is extended to Zoe Penrod's son, John G. Penrod of Grass Valley, CA, who provided extensive research for this article, including photocopying the 1907 *Linden Leaves*. In that edition, Zoe is identified as Zoä Guthrie, a typographical error perhaps because, as her son states, "all my life my mother's name has been Zoe.")

Commenting on her 100th birthday, which included a letter and gift from President James I. Spainhower, honoring the college's oldest alumna, John said, "Her birthday is now past. The celebration started with your very thoughtful letter and gift like a crescendo during the ensuing weeks to the culmination on Dec. 6, 1985. She received cards, letters, flowers, gifts and visits from people all over the country. The extent of it completely surprised all of us. We are so grateful to you and all the others who helped to make my mother's 100th birthday a memorable affair."

Some 'food for thought' for McDonald's staff

Lindenwood College has entered into a contract with the regional headquarters of McDonald's Corp. in west St. Louis County to provide noncredit workshops this semester to corporate employees of the fast-food chain.

Currently, 25 students are enrolled in a business writing skills workshop being taught by N. Jean Fields, associate professor of English and communications. Offered in three eight-hour sessions this semester, the workshop stresses business writing and English composition skills, two areas that McDonald's said its employees need.

"McDonald's approached us because of our reputation," said Arlene Taich, dean of the Lindenwood Evening College / College for Individualized Education and the coordinator of the joint educational venture.

"The firm wanted a program that was tailored to meet the needs of corporate personnel. We diagnosed employees' needs through individual writing samples, then we offered a prescription to meet the needs of McDonald's employees. The Lindenwood program is unique because it addresses the specific communicative needs of McDonald's," Taich said.

Although the workshop is a noncredit one, continuing educational credit will be awarded with a certificate to those who

complete the 24-hour session. Fields, a member of the Lindenwood faculty since 1965, is assisted by Denise Hakenewerth, a senior from Wentzville, MO, majoring in English and psychology. The senior, the recent recipient of the Renaissance Medal of Honor by the Kiwanis Club of St. Charles (Noon Day), is academic chairperson of the Lindenwood Student Government.

Located near West Port Plaza, the regional headquarters of McDonald's serves company and individual franchise operators throughout the metropolitan St. Louis area and outlying areas in Missouri. It also provides food services and products to institutions in the metropolitan area.

Taich said the business writing workshop could be tailored to meet specific needs of other firms and organizations in the metropolitan area once a detailed analysis is completed regarding an employer's needs.

"Employers who want to provide their employees with educational opportunities can have programs tailored to meet the individual needs of the firm and its personnel. This is what is unique about Lindenwood College's off-campus programs, the fact they are individualized to meet the specific needs within the organization," Taich said.

by JANET LEWIS RIDDLE ('56), Council President

Greetings and best wishes for a great 1986.

I am delighted to have the opportunity to share my ideas, thoughts and feelings with you. As president of the association, I will report on alumni happenings in general, council and college activities and any other subjects you might suggest.

I've been fortunate in that I've been able to stay in close touch with Lindenwood since my 1956 graduation. I worked in St. Louis two years after graduation, so I was close. When I married and moved to upstate New York, I still returned often to visit my family in Missouri and my friends both on and off campus. This is my second time serving the council - I served in the '70s and helped to plan the Sesquicentennial. After divorcing in 1978, I moved back to my hometown of Sikeston. Recently, I remarried and moved back to St. Louis so I am close by and visit the campus often.

I've been able to assimilate gradually the many changes that have occurred on campus, changes that are not always met with enthusiasm on the part of alumni. I've heard comments of pleasure, some of dismay and others of unhappy resigna-

tion. The dorms are in bad need of repair; there is a large off-campus population; and there are male students - an unforeseeable phenomenon of the pre-1970s - but ...

Individuality still is recognized and encouraged at Lindenwood. The college's excellent faculty gives totally of itself, and academic and administrative goals still seem to be pursued with a liberal arts philosophy. President Spainhower is reminiscent of the "old" Lindenwood - a man who successfully is combining the "old" Lindenwood values with modern student needs.

This was shown to me most recently as I sat on the commencement platform last May and listened to the senior class president tell about the class' gift to the college - a gazebo to cover the platform which would be used for commencement and special ceremonies. It was the tone in her voice as she spoke that hit me as being the same feeling that I had for Lindenwood when I was here. And, although I have never been able to put it into words, I'm sure a number of you can relate to it also. It's there, "that feeling," and it will remain.

the alumni president's report



Riddle

I see a real challenge in my job as president of the council because Lindenwood needs its alumni more than ever. I hope to motivate the council into becoming a more viable and supportive board of the college.

The council is comprised of four officers and 20 at-large members. We meet twice a year, prior to graduation in May and to Alumni Reunion Weekend in October. I would like the council to include more members from a broader spectrum of our constituency - specifically, alumni from different parts of the country, from various college classes and from numerous professional backgrounds. As council president, I serve on the college's board of directors, which meets three times annually. This has been a recent happening, and an enlightening experience.

At our last meeting in October, the council voted to commit itself to the referral of five prospective students each to the Admissions Office for consideration for residential admissions. The council wants to help the college build a residential community of students of the best calibre. We, as alumni, are the best "salespeople" of Lindenwood. We each can help by sending the Admissions Office the names and addresses of potential students.

Another of the council's projects is to plan, organize and carry out the 1986 Alumni Reunion Weekend, scheduled October 17-19 this year. Last October, we had alumni from 19 states and Hiroko Eujjwara Egawa ('60) came from Japan. All alumni are invited to attend this year's reu-

nion. Special honored years will be those ending in "1" and "6." If you were in one of those classes and would like to act as a contact person (meaning merely writing a letter to your classmates which will be photocopied and mailed by Lindenwood), just call or write to the Alumni Office.

There are MANY ways we, as alumni, can help Lindenwood.

Last year, for instance, the alumni / development phone-a-thon raised \$190,000, establishing a record 32 percent of alumni support. Sixty percent of all volunteer callers were alumni. This year, the phone-a-thon will be held in two phases, February 12 through March 12 and April 9 through May 14. I hope all of you will give generously of your time and money to this event.

The Lindenwood Alumni Association presents two Alumni Merit Awards each year - one for professional accomplishment and one for service to the college. If you know of a fellow alumnus or alumna who you feel is worthy of this recognition, please send his or her name to the Alumni Office. The awards will be presented at commencement, May 17.

Of course, certain things never change. The campus is as lovely, enjoyable and peaceful as ever. I wish each of you could walk those familiar paths on a lovely October day, meditate on the swings, chat with students and old friends and visit with President Spainhower, whose door is open always to alumni.

In the meantime, thank you for your support and, again, Happy 1986! See you in October!

club news

ST. CHARLES CLUB - The Associates of the Fine Arts, a campus-community organization of 150 supporters of the arts, teams with the St. Charles Club to cohost a brunch and lecture March 2 at the Lindenwood College campus. Author Jan Castro, an adjunct faculty member in communications, will discuss her recently-published book about artist Georgia O'Keeffe. For further information on the brunch and lecture, contact Esther Fenning at the college's Alumni Office, 946-6912, extension #317.

Members of the St. Charles Club will host their third annual "Mrs. Sibley's Attic Sale" June 7 at the St. Charles campus. The event is a community fund-raising event which earmarks proceeds to scholarship awards for deserving Lindenwood students. For more information on this antique, arts and crafts and flea market event, or to volunteer a few hours of your time to aid alumni fund-raising efforts, contact Mrs. Anne Pals, chairperson of the 1986 attic sale, in St. Charles at 946-3666.

ST. LOUIS CLUB - March 1st is the date for the St. Louis club's third annual Fashion Show and Luncheon to be held at Chateau de France in Frontenac. Models for the show will be Lindenwood alumnae, students, faculty members and emeriti. Tickets for the luncheon and show, which are open to all area alumni as well as the general public, are \$15 each. For reservation procedures and further information, contact Nancy Prosser Dietz in St. Louis at 878-3721 or the Lindenwood College Alumni Office at 946-6912, extension #317.

ST. LOUIS NOON-DAY CLUB - In December, the Noon-Day Club heard an inspiring presentation, "The Entrepreneurial Spirit - Alive, Well & Thriving in St. Louis," by S. Lee Kling, chairman of Landmark Bancshares Corp. and a member of the executive committee of the Lindenwood College Board of Directors. Upcoming noon events, with dates yet to be determined, include presentations by Thomas L. Gossage, corporate group vice-president of Monsanto International in St. Louis, and John Stephens, the creator of the "State of St. Louis" marketing / advertising campaign.

For information on the St. Louis Noon-Day Club's upcoming luncheons, contact the Lindenwood College Alumni Office.

KANSAS CITY CLUB - President and Mrs. James I. Spainhower attended the Kansas City Club's Christmas luncheon, held December 7 at the Embassy-Suites Hotel. The president presented an update on the state of the college and introduced Admissions Counselor Susan Thomas who was in Kansas City on a recruiting mission. Thomas asked alumni to aid in the recruitment of a "bumper crop of Lindenwood students for fall, 1986," and she explained marketing and scholarship programs the Admissions Office is undertaking to strengthen enrollment.

Upcoming events of the club include a February luncheon meeting at the residence of Dorothy Berger, who will discuss an investment conference she recently attended in New Orleans; a slide presentation on Russia by Judy Batton Brougham during the March meeting at Fran Metzger Week's residence; an April 26 fashion show and luncheon at Arat Shrine Temple, featuring costumes from the 1800s to the present and a brief history of Kansas City Club activities; and a summer picnic.

For further information on upcoming club activities, contact Glenda Gerrad Watts, membership chairperson, at (913) 383-1849, or call the Lindenwood Alumni Office at (314) 946-6912.

SOUTHERN CALIFORNIA CLUB - A Christmas gift exchange and personal remembrances of Christmas by club members highlighted the annual Christmas meeting of the Southern California Club December 14.

The club's next meeting will be February 15 at the residence of Betty Burnham Ziegler's residence in Carlsbad, CA.

For further information on the February meeting and upcoming club events, contact Arminta Harness at (213) 379-9353.

Interested in starting a chapter of Lindenwood College alumni in your area? Contact the Lindenwood College Alumni Office for information on how you can strengthen your ties with fellow alumni and your alma mater.

Alumni Phone-a-Thon

continued from page 2

according to James D. Thompson, director of development.

"The absolute importance of the phone-a-thon and the need to achieve this level of alumni support cannot be overstated," Thompson said. "What has been accomplished at Lindenwood in the past two years is unheard of virtually anywhere in the country.

"The record amount raised last year and the dramatic increase from 4.8 to 32 percent demonstrates to area corporations and foundations that those 'who know the school the best' are willing to support the college with more than just words but also with their hard-earned dollars," he said.

Thompson, himself an alumnus of Lindenwood, added, "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, this year's phone-a-thon is crucial to the Renaissance Campaign because all major firms and foundations look to an institution's level of alumni support.

"The tremendous support shown by alumni gives the college new and greater prospects for future donations from charitable organizations, corporations

and foundations," Spainhower said.

"Prominent financial support from our alumni is the base of our fund-raising efforts. With help from those who care during the upcoming 1986 Alumni Phone-a-thon, Lindenwood College truly can continue to build a renaissance of ideals, spirits and institutional capacities."

Volunteers will be telephoning alumni during late afternoon and early evening hours on Sunday through Wednesday each week during the first phase from specially-equipped facilities at the Memorial Arts Bldg. on campus.

Although coordinators of this year's event have planned several months for the 1986 Alumni Phone-a-thon, local volunteers are being solicited. Last year, nearly 200 persons volunteered a few hours of their time to achieve dramatic results in the fun-raising endeavor.

About 1,800 hours of time were tabulated by volunteers to reach more than 7,000 of Lindenwood's estimated 10,500 alumni throughout the United States.

Any alumni or friend of the college who would like to aid in this year's mammoth undertaking is asked to contact Esther Fenning, assistant director of development for alumni affairs, at the college's Alumni Office, (314) 946-6912, extension #317.

alumni happenings

marriages

- 1956 **MARILYN MITCHELL THOREN** to Michael Gordon, June, 1984.
JANET LEWIS BORNSTEIN to Veryl Riddle, November, 1985.
 1976 **SUSAN SPENCER** to Chuck Evans, October, 1985.
 1980 **BARBARA KOENIG** to John Brugger, November, 1985.

births

- 1968 **VICTORIA JACOBS GRAY** of Lebanon, KY, a girl, Mary McGuire, March 3, 1985.
 1976 **PHILIP and JUDY GIBILTERRA RINER** of Sacramento, CA, a boy, Mark Ridings, Sept. 8, 1985.
 1979 **ELIZABETH PARK HARDIN**, of St. Peters, MO, a son, Patrick Laurence, Sept. 15, 1985.
 1981 **KEVIN MAYDEN** of St. Charles, MO, a girl, Emily Ann, Aug. 25, 1985.
 1983 **ARNOLD LEWIS** of Salt Lake City, UT, a boy, Timothy Martin, June 24, 1985.

deaths

- 1909 **ELIZABETH BAIRD HUFF** of Lakewood, CO, Sept. 12, 1985.
 1912 **LEORA MARGARET DAVIS** of Laguna Hills, CA, Sept. 4, 1985.
 1913 **RUTH TAYLOR SKAER** of Augusta, KS, August, 1985.
 1920 **FAITH WAY** of Fairview, OK, June 6, 1985.
DOROTHEA MONTGOMERY McVAY FLOURNOY of Modesto, CA, April 16, 1985.
 1924 **LUCILLE CASH BUEHELE** of Jefferson City, MO.
LORRAINE IRWIN JAGODNIGG of Carthage, MO, December, 1984.
RUTH STEEDMAN WRIGHT of St. Louis, November, 1985.
 1926 **PAULINE SIKORSKI McINTIRE** of Corvallis, OR, Sept. 15, 1984.
 1929 **EUGENIA BAIR McKEE** of Baton Rouge, LA, May, 1984.
 1930 **MARGARET HUTCHINSON ADAMSON** of Terre Haute, IN, Jan. 25, 1985.
MARY McDONALD BROWNE of Garland, TX, Dec. 18, 1984.
 1932 **ESTHER GRABER MORRIS** of Tulsa, OK.
 1935 **DOROTHY FISHBACH KNIGHT** of Springfield, OR, June 16, 1985.
KATHERINE HENDERSON WEBB of Ventura, CA, Aug. 12, 1985.
HENRIETTA PETERSON CRAMER of Lincoln, NB, April, 1984.
LORINE LYNDE SAMELSEN of Ruidoso, NM, July 21, 1985.
 1936 **MARGUERITE ECHELMEIER DALLMEYER** of St. Charles, MO, September 1985.
 1939 **CLARA WALDREP CHALK** of Columbia, SC, May 21, 1985.
 1941 **BETTY JEAN PETERSON SHARPE** of Lincoln, NB, Jan. 12, 1976.
DOROTHY SEYMOUR HARNDEN of Memphis, TN, Sept. 1, 1985.
BETTY PECK LOWE of Northbrook, IL, May 31, 1979.
 1942 **MARGARET SUTTEN CANNEN DAVIS** of Louisville, KY, March 25, 1985.
 1945 **JUNE KAUFER KRAUSE**
CHAYTOR BRYANT OATES
 1946 **DOROTHY WAYLAND ROWLETT** of Shawnee, OK, June 3, 1983.
 1950 **PATRICIA MILROY LONGER** of Clay, NY, 1981.
 1952 **WILLENE GROVE SOMMERFELDT**, Dec. 25, 1984.
 1953 **THILDE VANDER HAAGEN OXNAAR** of Amhen, Holland, Aug. 14, 1985.
 1962 **BETTY CHEADLE WRIGHT** of Kingswood, TX, Oct. 22, 1985.
 1980 **MARY K. WAPPELHORST** of St. Charles, MO, August, 1985.

class notes

- 1907 Lindenwood's oldest living alumna, **ZOE GUTHRIE PENROD** of Arkansas, was 100 years old on Dec. 5, 1985, according to her son, John, who reports she is doing "very well."
 1927 The husband, Al, of **MARGUERITE TAINTER AHRENS SIEMSEN**, died Aug. 30, 1985. Mr. Siemsen was the father of **SALLY SIEMSEN SCHAEFER** ('54) and the stepfather of **MAISIE AHRENS KEESER** ('54).
RUTH LAITNER WALTNER of Coral Gables, FL, is retired. She was admitted to practice law before the Missouri Supreme Court in 1928 and before the U. S. Supreme Court in October, 1937, on the same day as her husband.
MARY LOU BLOCHER BILSBOROUGH of West Lafayette, IN, was honored on her 80th birthday on July 2, 1985, by Purdue University with a seven-course French meal. She was Lindenwood's Alumni Merit Award recipient in 1968.
 1930 **HALCYON BURCH HARRIS** of Marshall, MO, and her husband, Hank, celebrated their golden wedding anniversary in 1982. The couple recently took a cruise to San Juan on the Royal Princess.
PAULINE JONES NEALE of Springfield, MO, and her husband, Randy, live an active retirement life in Springfield, where they own several farms. The Neales winter in Arizona, and they recently traveled to Great Britain, Portugal and Hawaii.
 The husband of **ESTELLE ENGEL SHAMSKI** of St. Louis died in January, 1984.

LUCILLE COKER SHOUP of Sutherland, NB, regrets that she could not attend her 55th class reunion at Lindenwood in October, 1985. She reports that she enjoys traveling.

MARY ALICE PLASS MONTGOMERY of Owenville, IN, writes that her husband died recently. Her daughter, a son and three grandchildren live nearby.

MARY LOUISE GRIEGER THORNBURGH of Michigan City, IN, keeps busy by attending a monthly church group, visiting friends and looking forward to returning to Florida this winter.

MARION GIBSON CRUME of Tulsa, OK, is a librarian for the Women's Association at the local Presbyterian Church.

GERALDINE DAVIS FOWLER of Orange, CA, traveled to Europe recently. She does volunteer work for the Red Cross' Meals on Wheels program and for her church.

CATHERINE ORR of San Diego, CA, recalls that as a Lindenwood College sophomore she was granted permission to attend the 1927 World Series in which the St. Louis Baseball Cardinals were contenders.

MARGARET GARDINER EASTLICK of Pullman, WA, traveled to western China last fall, taking "a four-week jaunt to the province of Xijiang as far as Kashgar on the Russian-Afghanistan border."

VIVIAN NICHOLAS SHANAFELT of Long Beach, CA, was 80 years old on Nov. 3, 1985. She is active in organ clubs and specializes in piano.

1936 **THERESA CRISPIN LISLE** of Lamar, MO, has been retired for nine years after serving as a registered dietician since 1937. She recently returned to Lindenwood to attend a PEO convention, and reports "it was good to see the campus again."

1937 **DOROTHY STRAIGHT BENTZ** of St. Petersburg, FL, reports that her son, John, works for Exxon in Baytown, TX, and that her sister lives in the same apartment complex as she.

1938 **ELIZABETH JOLLY KESSARIS** of Carson City, NV, works for the Bureau of Indian Affairs, Western Nevada Agency. She received a M.S.W. degree from Smith College in 1947.

1941 **GENEVIEVE KNIESE CHAUDHURI** has been a member of the Pittsburgh Symphony Orchestra as a cellist since 1961. She studied music in France for five years after receiving her B.A. degree in music from Lindenwood, an M.A. from Cincinnati College of Music and a fellowship at the Julliard School of Music. During the war, she formed a string quartet with three fellow students and performed for the USO at military hospitals throughout the Pacific.

DOROTHY GROTE WIPKE of Columbia, MO, is house director at Beta Theta Pi Fraternity at the University of Missouri - Columbia. "I plan three meals a day for 125 super college men and act as official hostess for all social functions. And, I love it," she said.

1942 **MARY CATHERINE LEWIS PATTERSON** of Texarkana, AR, and her husband recently celebrated their 40th wedding anniversary. The Pattersons have five children and three grandchildren.

1946 **MARY LOU MERCER FISHER** of Grove Spring, MO, her husband and sons are raising registered Brangus cattle for Fisher Cattle Co.

1956 **SHIRLEY HOLCOMB SMITH** of Fort Washington, MD, serves as a district director of music for Mu Phi Epsilon. She has been teaching music since receiving her M.M.E. from Lindenwood and an M.A. from the University of Maryland.

MARILYN MITCHELL THOREN-GORDON of Kirkwood, MO, reports that after residing 25 years in the Washington, DC, area, she moved back to the St. Louis area in 1983. She married Allan C. Gordon in 1984, and she is employed in the Biology Dept. at Washington University in St. Louis. Her son, Eric Thoren, is a freshman at Lindenwood.

1957 **CAROLE LINHART WESTERFELD** of St. Charles, MO, is a real estate broker with Coldwell Banker / Ira E. Berry in St. Charles.

1958 **YOLANDA BREEDEN MARSHALL** of Denver, CO, is a sales associate with Cherry Creek Realtors in Denver.

1959 **ELIZABETH BOHN CARLSTROM** of Charleston, WV, serves as Director of the Child-Parent Ministry at the First Presbyterian Church in Charleston. She completed her M.A. in Christian education in May, 1985. She reports she was divorced in 1980 and has four grown children, Thor, Nils, Liisa and Stina.

1960 **KAREN GLASER** of Albuquerque, NM, has served as dean of students at the University of New Mexico since 1971. Among other duties, she is campus coordinator of federal anti-discrimination programs. The recipient of the Lindenwood Alumni Merit Award in 1975, Glaser recently attended a forum at the National Center for Higher Education in Washington, DC.

KATHRYN HUNT MITCHELL of Irvine, CA, reports that her family moved to California from St. Louis in March, 1985. She has two daughters in college and states that she "remains friends with Lindenwood classmates and is thankful for her years at Lindenwood."

JANE WARREN CARVER of Fairway, KS, serves as State Services Librarian for the Archie Dykes Library of the Health Sciences at the University of Kansas College of Health Sciences & Hospital.

1968 **VICTORIA JACOBS GRAY** of Lebanon, KY, and husband, Mac, a surgeon, have four children, ages three months to 10 years.

CATHY MAYER COSTA of Eagle River, WI, is a free-lance writer who is listed in the 20th edition of *Who's Who In The Midwest*. Recently divorced, she has four children and three granddaughters.

1969 **KATHLEEN VELSOR** has been appointed Assistant Secondary Principal for the Cold Spring Harbor School District in New York. The mother of two, she received her B.A. from Lindenwood, her M.A. from Lehigh University and a doctorate in educational leadership from the University of Cincinnati in 1979.

Lindenwood receives Missouri energy grant

The Missouri Department of Natural Resources has awarded a \$102,000 energy grant to Lindenwood College for the renovation of underground steam lines and expansion joints at the main campus in St. Charles.

When the project is completed within the next few weeks, estimated savings in natural gas costs for heating all campus facilities will be nearly \$50,000 annually, according to Wayne Daugherty, special projects coordinator at Lindenwood.

The grant from the state, made possible through the U.S. Department of Energy, is a matching one, meaning the college earmarks \$51,000 with in-house labor costs for the \$102,000 renovation project.

"Nearly 7,000 feet of underground piping is being renovated, affecting all 24 structures on the Lindenwood College campus," Daugherty said. The 100-acre campus consists of 24 buildings, 20 of which are served by a central steam distribution system which is heated by natural gas.

Last year, a bid was awarded to R.A. Behrmann & Associates, Inc., of St. Louis to supply materials for the project. Steam expansion joints were custom manufactured by the firm for installation. Bids currently are being reviewed for the second phase of the project, the insulation of underground piping.

Construction on the project began

last fall and will be completed within the next few weeks on both phases, Daugherty said.

The \$102,000 grant from the Missouri Department of Natural Resources is another cycle in an energy conservation program initiated by Lindenwood College in 1978.

In 1981, the college received a mat-

ching grant of \$356,000 for energy-related improvements to five residence halls on campus. Completed in 1984, the improvements consisted of installation of thermal windows, roof insulation and solar-assisted domestic water heating, resulting in an estimated annual energy savings of more than \$46,000, Daugherty said.

Equipment installation

Lindenwood has entered into a five-year lease-purchase agreement with Compugraphic Corp. for nearly \$24,000 worth of computerized phototypesetting equipment for its Printing Center.

Under the direction of Randy L. Wallick, public relations director, and Christine Cordes, supervisor of the facility, the Printing Center handles virtually all of Lindenwood's publications needs from single-color leaflets to multi-color booklets, brochures and pamphlets.

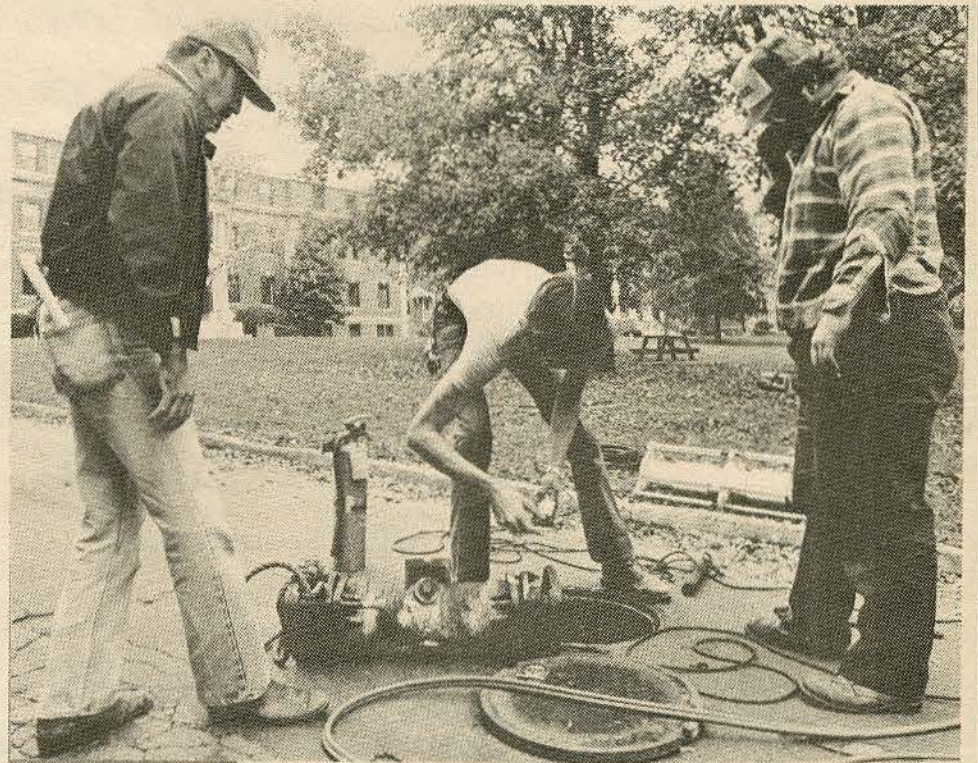
With the college's recent thrusts into increased marketing, advertising, development and public relations, the Printing Center's work load has doubled in the past two years, making the facility one of the most utilized departments on campus.

"The new typesetting equipment

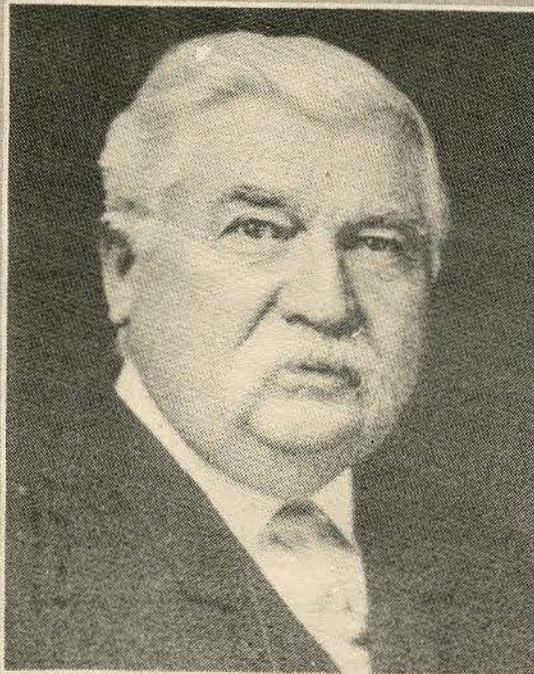
replaces an out-dated system and will greatly improve composition and editing as well as reduce overall costs involved in typesetting," Wallick said. "The Compugraphic system also will expand capabilities in typesetting and lead to greater quality work for the college's printing needs," he added.

The new system will eliminate purchases of various typesetting needs which in the past have been secured from outside vendors. It also will lead to greater efficiency, reducing overall time for numerous typesetting needs.

Installation of the automated system, which was completed in early January, will not necessitate hiring additional staff operators. Included in the lease-purchase were three days of in-house training for the primary typesetter, Marcia Gay, and backup operators, Paula G. Murray, a graphic artist in the Printing Center, and Cordes.



FOR ENERGY EFFICIENCY - Wayne Daugherty, left, special projects coordinator, oversees the replacement of one of the steam expansion joints on the Lindenwood campus. The renovation of underground steam lines and expansion joints is estimated to save the college nearly \$50,000 annually in heating costs. Renovation was made possible by a matching grant from the Missouri Dept. of Natural Resources.



"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

LARRY J. LOGAN, a former junior and senior high school coach in Elsberry, MO, has been named head coach of the Lindenwood men's basketball team. A 1968 graduate of the University of Missouri-Columbia, Logan has a varsity record of 126:85 for the past nine years. In addition to several first-place tournament wins, his teams have secured a conference championship twice, a district championship once and have been in state tournament play. The new coach of the Lindenwood Lions replaces **BOB BENBEN**.

KENNETH W. THOMPSON, Ph.D., director of the Miller Center of Public Affairs at the University of Virginia and a member of the college's board of directors, recently presented the keynote address in Paris, France, to the International Association of Political Science. He also is the author of his 24th book, titled *Toynbee's Philosophy of World History and Politics*.

RONALD W. OHMES, president of F.F. Kirchner, Inc., a Bridgeton, MO-based supplier of building materials, has been elected to the college's board of overseers, a community group serving the Lindenwood College Board of Directors. A 1959 graduate of the University of Missouri, he is a member of the board of directors of Commerce Bank of St. Charles County and the St. Peters Hospital Board of Trustees. A former 17-year member of the St. Charles Planning & Zoning Commission, he is past president of the Missouri and St. Charles Jaycees and past board chairman of the Missouri Concrete Association. Ohmes' appointment is for a three-year term on the 26-member board.

RICHARD L. BATTRAM, vice-chairman of the May Dept. Stores Co., has been elected to the college's board of directors. A graduate of Butlery University, Battram formerly was president and chief executive officer of Famous-Barr Co. in St. Louis before being named to the May position two years ago. Community active, he serves on boards of directors for several organizations, including the Regional Commerce & Growth Association, St. Louis Children's Hospital, the Arts & Education Council and the St. Louis Symphony.

It was a collegiate wedding December 21 when **RANDI KAPP**, associate dean of College Life and director of the college's Consolidated Advising Program, married **JAMES A. WILSON**, chairman of the Communications Dept. and general manager of KCLC Radio. The ceremony took place in the Memorial Arts Bldg. and was performed by the **REV. GEORGE WILCOX**, campus chaplain. Students along with faculty and staff members attended the wedding.

MICHAEL CASTRO, associate professor and faculty advisor in the LCIE, has had his poetry published in two recent literary anthologies - *Light Year '86: the Annual of Light Verse & Funny Poems*, published by Bits Press of Cleveland, and *Nuke Chronicles: Art on the End*, published by Contact II Publications of New York City. A well-published poet, he recently performed an original work, "The Kopopilau Cycle," in collaboration with the New York-based musical artist, J. D. Parran, at the Duff's Poetry Series in St. Louis.

NANCY J. POLETTE, assistant professor of education, is the recent recipient of the Outstanding Contributor to Education Award, an annual presentation by the Lindenwood Chapter of Phi Delta Kappa, the national honorary education society. A member of the faculty since 1979, she is a nationally-recognized authority and consultant in gifted education and in effective uses of library-media resources for children. As a professional consultant, Polette speaks to nearly 30,000 teachers in school districts throughout the United States and Canada each year. She also is the author of nearly 20 hardbound books in her fields of expertise. Polette was cited for her "energetic and untiring pursuits of educational greatness for the college as well as the nation," said **GENE M. HENDERSON**, chairman of the Education Dept. and advisor to the local chapter.

PRESIDENT JAMES I. SPAINHOWER recently served as master of ceremonies at the annual Awards Dinner of the St. Louis chapter of the National Society of Fund-Raising Executives, the professional society of fund-raising executives in the metro area.

WILLIAM A. SHAPIRO, a former assistant basketball coach and athletic director at St. Louis University, has been named head coach of the women's basketball team, the Lady Lions. Currently employed in free-lance broadcast work, he is a former news and sports reporter for KLTH-FM in Florissant, MO, and a reporter and producer for KBIA-FM in Columbia, MO. Holding an associate degree from St. Louis Community College at Meramec, he is a 1975 graduate of the University of Missouri-Columbia with an undergraduate degree in journalism, majoring in radio-television. Active in inter-collegiate basketball during college, Shapiro served as a special assistant to the University of Missouri Athletic Dept., reporting to Head Basketball Coach **NORM STEWART**.

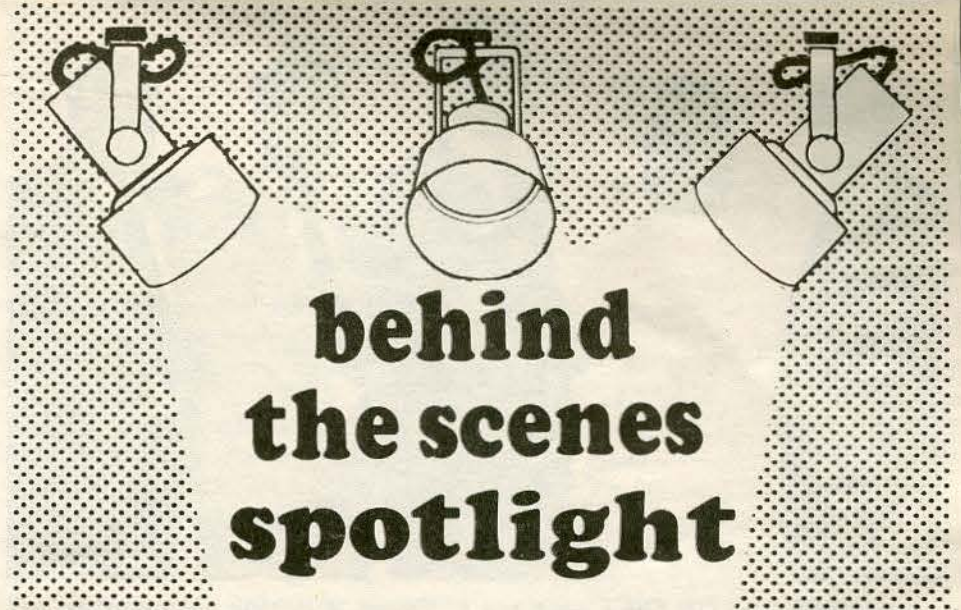
DONNA M. BENNETT, former branch administrator and logistics controller at Nixdorf Computer Corp. in St. Louis and Minneapolis, MN, has been named coordinator of Work Programs and Job Placement at the college's Consolidated Advising Program Center. A 1985 graduate of Lindenwood with an undergraduate degree in business and psychology, she begins graduate studies in the LCIE's counseling psychology program this month. Bennett also serves as support group facilitator for the Family Transitions Institute in St. Louis.

JOHN A. BORNEMANN, professor of chemistry and physics, has been named chairman-elect of the St. Louis Section of the American Chemical Society (ACS), an 1,800-member organization of chemists, chemical engineers, researchers and other professionals. As chairman-elect, he will serve as vice-president this year, becoming chairman in 1987. The Washington, DC-based ACS is an international organization and the largest professional group devoted to a single science. A 20-year veteran of the Lindenwood faculty, Bornemann has been chairman of the Chemistry Dept. since 1965, and he also serves as a visiting scientist at McDonnell Douglas Research Laboratories in St. Louis. He is a graduate of the Carnegie Institute of Technology and holds a doctorate degree in chemistry from Indiana University.

DAVID C. BAUE, owner of the Baue Funeral Home Co. in St. Charles, has been elected to the Lindenwood College Board of Overseers. A 1956 graduate of Westminster College in Fulton, Baue graduated from the Dallas Institute of Mortuary Science the following year. A former president of the Missouri Funeral Directors Association, he is chairman of the Missouri State Board of Embalmers & Funeral Directors. Community active, he is a member of the St. Charles Chamber of Commerce, Community Council and Rotary Club. His appointment is for a three-year term.

HANS L. LEVI, assistant professor of art and photography, is the only St. Louis-based photographer/educator listed in the current issue of *The Encyclopedia of Photography*, an international listing of photographers. A member of the Lindenwood faculty since 1980, Levi holds undergraduate degrees from Washington University in St. Louis and a master's degree in art from San Francisco State University.

NANCY P. FLEMING, assistant professor of music, has been nominated to the Ethics Committee of the Missouri Association of Departments & Schools of Music. The committee works to maintain standards established by the National Association of Schools of Music and serves as a mediator in matters of dispute at schools throughout the state. Fleming, who is completing work on a musical arts doctorate degree, also serves as director of the Lindenwood Women's Ensemble.



behind the scenes spotlight

BRUCE LONGWORTH, assistant professor of theatre, has been named acting chairman of the Performing Arts Dept., replacing **ROBERT E. PEFFERS** who resigned to enter private business. A member of the faculty since 1984, Longworth is a 1978 graduate of the College of Wooster (OH) and has a master's degree in fine arts from Indiana University, awarded in 1981. A member of the Dramatists Guild, he has starred in a variety of professional theatrical productions and has directed several plays.

GARY N. SHAW, vice-president of E.F. Hutton & Co., Inc., and branch manager of its St. Charles office, has been elected to the college's board of overseers. A graduate of Iowa Wesleyan College, he has been with Hutton since 1975, previously serving as manager of the firm's St. Louis office. Active within the community, he is a member of the board of Missouri K.I.D.S., the St. Charles Boy's Club, the United Services and the St. Charles YMCA as well as the board of trustees of Iowa Wesleyan. The appointment is for three years.

MICHAEL E. SCHKERKE has joined the college as a press operator in the Printing Center. Formerly of Vici, OK, he has 10 years of printing experience, including positions in Oklahoma with the state's Dept. of tourism & Recreation and Western Farmers Electric Cooperative's Print Shop. Married and the father of four, Schkerke is a graduate of Anadarko (OK) High School and Caddo Kowa Vocational Technical School in Ft. Cobb, OK, and has attended Belleville Area College in Illinois. He plans to continue undergraduate courses at Lindenwood later this year.

PATRICIA P. BAILEY of Washington, DC, a member of the Federal Trade Commission (FTC) and a Lindenwood alumna, has been appointed to the college's board of directors. A 1959 graduate of Lindenwood, she has a graduate degree from the Tufts University Fletcher School of Law & Diplomacy and a doctor of jurisprudence degree from the American University Law School. Bailey began her government career in 1960, and has worked for the State Dept., Agency for International Development and Justice Dept. prior to her FTC post. She was nominated by President Jimmy Carter to fill an unexpired term on the FTC, which was confirmed by the Senate in 1977. She was reappointed as an FTC Commissioner in 1980 by President Ronald Reagan.

CATHERINE O. PUNDMANN, owner of Pundmann Ford in St. Charles and a member of the college's board of overseers, recently received a humanitarian award from the St. Charles Chamber of Commerce for outstanding service to the community.

THE REV. RUDOLPH W. BEARD, pastor of the First Presbyterian Church in Jefferson City, MO, has been elected to the Lindenwood College Board of Overseers. A graduate of Louisiana State University, he holds a master's of divinity degree from Austin Presbyterian Theological Seminary and has taken post-graduate studies at Princeton Theological Seminary and Mansfield College in Oxford, England.

JAMES A. WILSON of St. Charles, chairman of the Lindenwood College Communications Dept. and general manager of the college's community radio station, KCLC-FM, has been elected "Business Associate of the Year" by the local chapter of the American Business Women's Association. Wilson received the honor recently after being nominated by co-workers **AMY E. HAMIL**, assistant professor of communications at Lindenwood, and **DIANNA L. CLARK**, operations coordinator at KCLC Radio. He was nominated "for being a good person to work with," they said. Formerly, the citation was known as the "Boss of the Year Award." The 50-member chapter is among more than 1,000 throughout the country. Wilson, who also is assistant professor of communications, is a five-year member of the Lindenwood College faculty. He is a 1973 graduate of the University of Wisconsin-LaCrosse and has a master of arts degree from Oklahoma State University, awarded in 1976.

S. LEE KLING, board chairman and chief executive officer of Landmark Bancshares Corp. in St. Louis, was the keynote speaker for the St. Louis Lindenwood Alumni Association's recent luncheon meeting. Kling, who serves as treasurer of the college's board of directors, spoke on "Entrepreneurial Spirit - Alive, Well and Thriving in St. Louis." Kling is an influential corporate leader and well-known national leader in the Democratic Party. Kling also was named recently to the Commission for the Ronald Reagan Presidential Library. The board member, along with former Democratic Campaign Chairman Robert Strauss, were the only two Democrats appointed to the commission.

FATHER TOM WISSLER of St. Joachim and Anne Catholic Church in Harvester, MO, has been named chaplain at the Newman Center at Lindenwood. He will participate in the college's Religious Life Council and will serve as a link between Lindenwood and area Catholic churches.

ARLENE TAICH, dean of the Lindenwood Evening College / College for Individualized Education, will receive the "Rising Star of the Future" award March 26 by B'nai B'rith Women during the group's international biennial convention in Las Vegas, NV. Selected from among 150,000 members throughout the country, Taich was cited "as a woman who has successfully blended both volunteer and professional careers ... and as a member who has made a mark in your chosen career." She will be honored at special ceremonies at the Las Vegas Hilton Hotel. A former behavioral scientist affiliated with the St. Louis University (SLU) Department of Community Medicine, Taich also directs the college's Institute for Intergenerational Studies. A member of the faculty and administration since 1980, Taich is a 1966 graduate of Ohio State University and holds master's and doctorate degrees in sociology from SLU. She has a Certificate of Gerontology from the Institute of Applied Gerontology of SLU and a Certificate in Management of Lifelong Learning, awarded in 1983 from Harvard University.



OPTIMIST CLUB GIFT — Kara L. Diver, a junior majoring in art and a resident of Lindenwood's Irwin Hall, accepts a \$10,200 check from Mike Johnson, immediate past president of the Optimist Club of St. Charles. Looking on, from left, are Lindenwood President James I. Spainhower; Rich Krill, president of the Optimist Club of St. Charles; and Ed Maloney, a member of the club's board of directors. Lindenwood will add \$4,800 to the gift for the renovation of Irwin Hall and the creation of the Optimist Club Student Services Center.

'Fast Eddie' returns

by RANDY L. WALLICK, editor

Lindenwood's famous "Fast Eddie" is in the limelight again, trying to gain community support for a proposed \$100 million domed stadium and convention center to be built near Earth City, just across the Missouri River from St. Charles.

"Fast Eddie" is none other than Edward D. Watkins, the college's former development director who currently is under special contract with Lindenwood, serving as an assistant to President James I. Spainhower in charge of securing special gifts for the institution. The 40-year-old St. Peters, MO, resident is a nationally-recognized career consultant who operates his own consulting firm and is community active in a number of projects, including backing the Football Cardinals.

"Fast Eddie" is a boyhood nickname resurrected and bestowed upon Watkins last year by supporters for his community efforts to keep the Football Cardinals in St. Louis. The campaign, labeled as "Keep the Birds in Their Nest," was launched by Watkins after rumors surfaced that team owner William V. Bidwill wanted to relocate to another locale which could provide larger stadium facilities, such as Phoenix, AZ.

The Phoenix Cardinals?

"No way," said Watkins, who was instrumental and gained widespread media attention to persuade Bidwill to keep the National Football League (NFL) franchise in St. Louis for the 1985 season.

That was a year ago and today, things are not rosy for the Big Red.

Following the recent disastrous 5:11 season by the Football Cardinals, embarrassing low attendance and no shows at virtually all home games and the post-season dismissal of head Coach Jim Hanifan and his 10-member assistant coaching staff, rumors are stronger than ever that Bidwill may be eyeing another roost for the nesting Cardinals.

Once again, enter "Fast Eddie" and a group known as the Dome Committee which is attempting to gain support for the proposed domed stadium near Earth City not far from the Lindenwood campus.

Watkins and other committee cochairmen are coordinating the campaign, "Make the Dome the Birds' Home." The group contends such a proposed stadium and development would have numerous positive effects upon the area, including improved road and bridge facilities, employment opportunities, immense economic impact and an increase in cultural, entertainment and athletic events, including safeguarding that the Football Cardinals remain in St. Louis.

Although Bidwill hasn't commented on rumors he is thinking about moving the team to Phoenix, he has admitted he's talked with Arizona officials and that he is unhappy with the 51,391-seat Busch Memorial Stadium, the current home of the Cardinals in downtown St. Louis and one of the lowest-capacity facilities in the NFL.

To satisfy community and political leaders, Bidwill vowed to keep the team in St. Louis throughout the 1985 season, one that has proven to be one of the worst in Big Red history.

The 5:11 season has done very little to boost community support for the team, sell tickets or foster involvement for the Earth City project. In fact, at the Cardinals' final home game, a loss to the Washington Redskins, the team played to nearly 23,000 empty seats in Busch Memorial Stadium.

Is the dome doomed?

Watkins and other committees don't think so, but they certainly have their work cut out for them. But, the committee is composed of major civic, business, labor, sports and political leaders who just may have the clout to make the domed stadium project a reality.

And, if the project becomes a reality, it surely will satisfy Bidwill's thirst for more seats and ensure that the Big Red remain a St. Louis asset. But, will it lead to an improvement in the Football Cardinals upcoming seasons?

Who knows?

Let's just hope that "Fast Eddie" and other members of the Dome Committee have a winning bird in their hand to be worth more than two more seats in a new Busch.

Serving you . . . Board of directors

Thomas L. Gossage of St. Louis, group vice-president and managing director of Monsanto International, is serving his first three-year term on the Lindenwood College Board of Directors.

A graduate of the Georgia Institute of Technology with B.S. and M.S. degrees in chemical engineering, Gossage also serves as a member of Monsanto's Corporate Administrative Committee, the firm's senior policy advisory group.

Gossage joined Monsanto Research Corp. in 1961 as assistant director of government relations at the firm's Dayton, OH, plant, and was appointed director of Research and Development Marketing five years later.

In 1968, he was transferred to the firm's St. Louis office as group marketing director for the former New Enterprise Division.

In 1975, Gossage was named director

of Results Management for Monsanto Industrial Chemicals Co. (MIC) and, two years later, joined the MIC's Plasticizers Division and was appointed general manager shortly after joining the division. In 1979, he was named general manager of the Detergents & Phosphates Division and, in 1981, was appointed a vice-president of Monsanto Co. and managing director of the MIC. He assumed his current responsibilities in January, 1983.

Prior to joining Monsanto, he served as a process engineer with Esso (Humble) Oil Co. and as a project manager with the U.S. Air Force.

Gossage's community involvement and business contacts have provided valuable input to the board of directors, the governing body that oversees the management and operation of Lindenwood College.



Gossage



Kelley

Board of overseers

Larry G. Kelley of St. Charles, chairman of the board, chief executive officer and president of Commerce Bank of St. Charles County, is completing his second term on the Lindenwood College Board of Overseers and his first term as president of the 30-member group.

Kelley joined the Commerce Bancshares organization in 1966. He ac-

cepted the position of president of Commerce Bank of St. Charles County in 1976.

He is a member of the St. Joseph Health Center Development Council, the St. Charles County Branch of the YMCA, the St. Charles Industrial Development Board of Directors and the Tri-County United Way Board of Directors.

Kelley is past president of the St. Charles Chamber of Commerce, the Florissant Valley Chamber of Commerce and the Florissant Valley Lion's Club.

He and his wife, Glenda, reside in St. Charles and have three children.

One of the oldest colleges in the United States, Lindenwood is a 159-year-old liberal arts institution currently serving nearly 2,100 students in more than 55 associate, undergraduate and graduate programs.

Composed of a wide variety of community, business and civic leaders, the Lindenwood College Board of Overseers works in close conjunction with the institution's board of directors to complement the management of the 159-year-old liberal arts institution.

\$125,000 gift

Lindenwood 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 used for academic scholarships to deserving students and for campus expansion and improvements, said James D. Thompson, director of development.

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

The foundation's gift represents a new thrust by Lindenwood College to secure contributions from private corporations and foundations in the metro area.

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.

Village moves closer to becoming a reality

Following the recent rezoning approval by St. Charles City Council, preliminary work is progressing on Lindenwood Village, an \$80 million retirement community to be constructed adjacent to the college.

Construction bids are expected to be awarded this summer and ground is expected to be broken in the fall on the project, which will be closely tied to the college and include the Institute for Intergenerational Studies as well as classroom and teaching facilities.

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.

In a recent response to residents adjacent to the proposed complex, rezoning and construction changes were made by Londe to rectify citizens' concerns. The changes concern commercial useage off Duchesne Rd., and they have been approved by the St. Charles Planning & Zoning and is under consideration by city council.

The project will consist of 600 housing units in three-story buildings; a five-story office and medical complex; a one-story retail structure which was relocated by Londe; a one-story, 120-bed nursing home; and Lindenwood Square, which will consist of a restaurant, a museum, an auditorium, a guest hotel and the instructional facilities to be utilized by the Institute for Intergenerational Studies.

After earth contouring takes place in upcoming months, construction on the first phase is expected to begin this fall with an anticipated completion date 12 months later. Following completion of the

first phase, valued at \$15 million, other phases of construction will be completed during the next 10 years.

The first phase of the project will consist of 150 apartment units, the hotel, the one-story retail structure, the auditorium and classrooms and offices of the institute.

To be directed by Arlene Taich, dean of the Lindenwood Evening College and College for Individualized Education, the institute is a multifaceted educational, research and cultural complex operated by the college. It will integrate activities of both the retirement complex and Lindenwood, offering numerous services and programs to senior citizens in the St. Charles area.

Lindenwood sold 50 acres of land adjacent to its main campus last fall following the approval by St. Charles City Council for rezoning the parcel. The land was leased for agricultural usage by the college and was not a part of the master development plan of the institution.

A well-known developer, Londe has received awards for his design of the Climatron for the Missouri Botanical Gardens in St. Louis. He has a number of successful projects to his credit, including hospitals, apartments, nursing homes, hotels and shopping centers.

According to President James I. Spainhower, the Lindenwood Village project "has been designed to blend aesthetically with surrounding residential areas and with the Tudor-Gothic architecture found on the Lindenwood campus.

"Lindenwood Village would appear to be merely an extension of the main campus, which is exactly what we want," Spainhower said. "It is an exciting project which will have tremendous ramifications not only upon the college but upon the entire St. Charles community," he added.

class notes

Continued from page 9

- 1970 **GAIL BARTELS GRIFFIN** of St. Louis, presented her pulmonary research work at the Gordon Conferences, held in Meriden, NH, in August, 1985.
- MARGARET STAHL GREER** of Rossford, OH, currently is teaching talented and gifted children in the Toledo Public School System. She received her master's degree in educational technology instructional design at the University of Toledo in 1978.
- JUDITH BASSNETT** of Albion, MI, is associate dean for residential life at Albion College.
- 1972 **ANN RIKER JALTUCH** of Darian, IL, reports that she has a position with Analysts International Corp., and that she recently moved into a new home.
- 1974 **JOHN DOOLEY** of Brentwood, MO, has served as assistant professor of math and computer sciences at Lindenwood since 1984. He received his M.S. from Syracuse University and his M.E.E. from Rice University.
- 1975 **DENNIS REARDON** of Washington, DC, has been named to head the National Treasury Employees Union's membership training and recruiting.
- KATHLEEN HUTCHINGS STARNER** of St. Charles, MO, is doing free-lance feature writing.
- DIXIE JEMISON SMITH** of Charleston, WV, is the author of "A Soiree of Suspects," which was published in the September, 1985, issue of *Ellery Queen Magazine*. She and husband, Mark, have two children.
- 1976 **LYNNE JEFFERY LUCHER** of Normal, IL, is assistant professor in the Dept. of Biological Sciences at the Illinois State University in Normal.
- JINNY GENDER** of Kirkwood, MO, is vice-president of the Studio Set Board at KWMU-FM Radio, a National Public Radio station operated by the University of Missouri - St. Louis.
- 1977 **DAVID SCHMIDT**, of St. Louis is editor of *Class Magazine*, a monthly tabloid distributed to 20,000 students at high schools in the St. Louis area.
- 1979 **MARY KAY KILEY SPENCER** of North Windham, CN, is the operator of Mary Kay Pottery in North Windham. She studied pottery at Lindenwood and graduated from an intensive pottery methods course at the Hinckley School of Crafts in Maine.
- 1980 **ANEISHIA KNAPP** of Wentzville, MO, received an M.A. in education administration from Northeast Missouri State University in 1985.
- JOAN CHILDRESS** of St. Louis is staff supervisor of public relations for Southwestern Bell Publications in St. Louis.
- 1982 **CARLA STUHLER** of St. Louis has served as director of personnel at the Clarion Hotel in St. Louis since January, 1984.
- ARNOLD LEWIS** of Salt Lake City, UT, is a field representative for the American Diabetes Association.
- 1984 **JUDY PETERS** of St. Charles recently was selected to fill the post of public relations specialist for the St. Charles Community Council.
- 1985 **VANESSA JAMES** of St. Louis interviewed Harry Belafonte for a recent article appearing in the *St. Louis Journalism Review*. She is a reporter for the *St. Louis American* newspaper.
- KEVIN AANDAHL** of St. Louis is an account representative for Daniel J. Edelman, Inc., of St. Louis, the second largest independent public relations agency in the world.

Commemorative Sibley Hall plates available

A commemorative reproduction of Lindenwood College's Sibley Hall is available to the first 100 donors of \$100 or more to college's Renaissance Campaign, a multi-faceted fund-raising drive to secure \$10 million in cash and contributions.

The reproduction is a 10¼-inch round plate cast in brownish-rust

Motley awards

Continued from page 3

100 Leadership Scholarships, each worth \$4,000 during the next four years for students willing to participate in the college's campus work program.

Lindenwood College's Residential Merit Scholarship Program is in addition to financial aid, which this year totalled nearly \$1.5 million.

All nominations will be considered by the college's Scholarship Committee, chaired by Larry Sackman, financial aid director. Nominees will be considered on the basis of academic record, leadership record, character and personality and personal achievement.

For further information on the Residential Merit Scholarship Program and a brochure on the Guy C. Motley Scholarships, contact either the Lindenwood College Admissions Office or the Financial Aid Office at (314) 946-6912.

design on fine white porcelain with 23-karat good trim. It shows Sibley Hall, the oldest structure on the Lindenwood campus which is listed in the National Register of Historic Places.

Erected in 1857, Sibley Hall is named in honor of the college's cofounders, Maj. George C. and Mary Eaton Sibley.

The 100 commemorative plates were designed by World Wide Art Studios, a Covington, TN-based firm that has produced plates and award-winning gifts for many organizations and individuals, including President Ronald Reagan.

Each plate contains a limited edition numbering along with a special dedication to Mary Easton Sibley on the back side.

The Renaissance Campaign's goal of \$10 million in cash and contributions will be used for facilities development and campus expansion; community development, including programs in basic skills development, value orientation and work service; and student development, including \$1 million for scholarship awards to deserving students, many of whom are from the metro area.

Further information on the Sibley Commemorative Plate can be obtained by contacting the Lindenwood College Development Office at (314) 946-6912, extension #338.



100 commemorative plates produced

(Editor's Note: Shortly after James I. Spainhower assumed the Lindenwood presidency in early 1983, he introduced a bimonthly publication entitled "The Lindenwood Report." Circulated to about 1,600 educators throughout the country, this newsletter addresses issues that are timely and important to America's colleges and universities and the country's higher education system. The newsletter utilizes a unique editorial format that presents a "report" on an issue with proper attribution. The "report" is followed by a "reflection" from the Lindenwood president, such as on what Lindenwood College is doing to improve the plight of private colleges and universities. The concept of "The

Lindenwood Report" is being adopted by the *Linden Word*, but, instead of the president writing "reflections," faculty members have been asked to contribute their thoughts on various educational "reports." Periodic "Faculty Reflections" will appear in upcoming issues of this quarterly tabloid. For this issue, three professors have been asked to share their thoughts with readers of the *Linden Word* - James H. Feely, associate professor of English; Judith W. McMahon, assistant professor of psychology; and Arthur E. Prell, chairman of the Business Administration Dept. and director of the Babcock Center for the Study of Modern Business.)

by ARTHUR E. PRELL, Ph.D.

REPORT — The Carnegie Foundation recently issued a lengthy report, entitled "Higher Education and the American Resurgence," which addresses some of the problems confronting colleges and universities in the United States. The report has touched off national discussion concerning the role of higher education in American life, including the following comments from me concerning the Carnegie Foundation's report.

REFLECTION — It is my opinion that this report, like some earlier ones on the state of higher education in the United States, reinforces the premise that the overall situation of the role of higher education in the national picture is critical and that it is demanding attention and innovation.

For some 30 years, the movement of the mass known as higher education has lacked direction and commitment and, in fact, has tended to lose momentum resulting in an evolving stagnation and mediocrity. The science of organization has studied this type of event and characterized it with indications of involuntarism, erratic convulsions of self examination, self deprecation, etc. - all negative attributes.

Probably as an indication of the linkage of social and biological science, there is an emerging research result from the process I have described - it is the progenitor of evolution if the species survives at all. Therefore, I have hope for the future of higher education only because I cannot conceive of a world without it - thus, an evolution, dramatic and significant, will occur.

Lately, the *Chronicle of Higher Education* has published articles concerning dissolution of faculty in general, a malaise, a discomforture with the very act of being "faculty." The last article I read in this weekly trade publication stated 40 percent of faculty considered leaving academe and 25 percent felt trapped in their jobs. Why shouldn't these people become defensive and feel threatened? Psychological theory has established, relatively, that involuntarism usually results in a sense of paranoia, disfunctionalism and loss of purpose and goals.

We also are witnesses, in our professional careers, to the fixation on institutional matters that are focused on individual needs. Can you imagine faculties turning to unionism as a means of securing rewards for their work? The most individualized occupational career in the world sacrifices its essence for the insurance of mediocrity collectively. In the past 20 years, I've yet to attend a faculty function designed to examine the mission of the institution, to examine its programs, to determine - or at least to reexamine - what is meant by higher education that did not dissolve into a series of recommendations starting with (a) increased salaries, (b) tenure enlargement, (c) reduction in criteria for increasing salary and providing tenure, and (d) release time from teaching to do everything from serving on an academic committee to planning a faculty picnic. In fact, if any one member of the faculty devotes his or her energy above and beyond a particular institution's "understood" norm, his or her colleagues will insure that the message, "cut it out," is delivered.

If you are still with me, remember, I do have hope for the future. I do not despair. I do not wish that I wasn't a professor or a member of the faculty. I only wish I knew how to inspire, to motivate and to fire-up faculty members to realize that to challenge as out-dated, passe and worn-out that which we do and have done in the past is not equivalent to disloyalty nor is it degrading either the past or the present. However, it does take a unique set of people to challenge the very basis of its existence and prepare for change.

The most singular purpose of higher education, in our present and future world, is to produce people prepared to take managerial responsibility for making the United States the greatest human experiment ever undertaken; and to make this world approach the illusionary Garden of Eden in which we all live as kin to one another. We can teach the skills necessary for the required performance. We can provide the skill areas required to manage. We can set these skills into an historical perspective of where mankind has been and toward his future. We can provide the skills of choice in order that the student can provide leadership, management, and effective fellowship in art, music, philosophy, religion, medicine, law, engineering, science, etc., etc.

The new liberal arts is a dynamic, challenging, exciting experience for students. It's real. Students can touch it and they gain a genuine perspective of "now" and how it got here and what can be done. Amen!

I yield my soap box to the guardians of academic department solvency; to those whose concern is salary, tenure and teaching load; to the endless hours of committee meetings to determine if we should or should not; to those who believe the administration of higher education has the sole purpose of providing for "them the faculty" while they accept no responsibility for providing a marketable product which comes very close to being the definition of the zoo. Some day soon I shall cease doing this - I shall be silent, I will run out of ink - moments before they nail the lid closed.

by JAMES H. FEELY

REPORT — "For who knows not that Truth is strong, next to the Almighty. She needs no policies, no stratagems, nor licensings to make her victorious -

faculty reflections

those are the shifts and the defenses that error uses against her power. Give her but room, and do not blind her...that she may have more shapes than one." - from "Areopagitica," a speech by John Milton for the Liberty of Unlicenc'd Printing, to the Parliament of England, printed in London, England, in the year 1644.

REFLECTION — In 21 years of teaching at Lindenwood College, the single most important and happiest tradition for me has been the marvelous spirit of academic freedom maintained consistently by both faculty and administration. Many colleges and universities, including purely secular state institutions, have not been so fortunate.

Regarding truth, some say with great conviction, "The truth's on my side." Others rejoin rebukingly, "I'm on the side of truth." Either way the truth is often torn between the poles of right and wrong, correct or incorrect, scientific or intuitive.

At Lindenwood over the years, truth has been free to maintain her own many shapes. We who teach and study here pursue her. Rather than defend, we yield to her. And, that has made all the difference.

by JUDITH W. McMAHON, Ph.D.

REPORT — "We shall begin this report...by stressing the crucial role of faculty in American society...They are an important and select group...They educate virtually all the leaders of our society. They also conduct much of our scientific research. We count on them for our knowledge of human behavior and our understanding of society. They are also our principal scholars of philosophy and religion. Through the study of literature, history, art, archaeology, and the like, they discover and preserve the heritage of the past. They contribute greatly to government through public policy analysis and social criticism. Altogether, we can say without exaggeration that their work is the base on which our culture rests.

"The tasks of faculty as we have described them can be carried on successfully only by people of exceptional ability.

"We have found that the present faculties in American higher education are probably the best equipped for their tasks we have ever had...(However,) if past negative trends in pay, the work environment, and status should continue, we believe that substantial numbers of best people may defect...The academic profession is clearly heading into a critical period...The academic community faces a huge recruitment problem in a posture of competitive weakness...

"...It happens that Ph.D.s are among the brightest and most capable people in our society and employers are finding ways of using them outside the traditional academic employments. This...explains the surprising fact...that unemployment (or underemployment) among Ph.D.s (including those in the humanities) is almost negligible.

"The conclusion we draw from our studies of the academic labor market is that higher education may be heading into unprecedented competition for the best talent." - from an article by Howard R. Bowen and Jack H. Schuster in *Academe*, September-October, 1985, based on a three-year study of the American professoriate; material in brackets added.

REFLECTION — Pressing financial concerns often obscure the larger questions and tempt us to delay confronting the larger issues--those which eventually must be addressed if our society is to thrive. Having enjoyed the luxury of picking from the best and brightest for so long, colleges and universities may deceive themselves into thinking that it will last forever. Having been spared serious competition for their scholars for many years, they may believe that supply and demand will continue to work to their advantage. But is that the case? The study quoted here definitely indicates that it is not, and additional information supports that contention.

A recent survey of academics found sufficient dissatisfaction among them that over one-third plan to change careers within the next five years. Within my own discipline, even the traditionally academic field of experimental psychology already has seen the balance shift. More than half its recent Ph.D.s are employed in nonacademic positions--significantly by choice, not by default (Klatzky et al, 1985). Higher education today is on the brink of professional crisis and we cannot procrastinate any longer.

I am proud of belonging to the extraordinarily dedicated and talented faculty of Lindenwood College, proud of my profession. And I am saddened when I see gifted colleagues leaving that profession, gifted students not even considering it as a possible career choice. We must alter our present course. We must actively work to make academia an attractive career prospect and we must do it soon. Time is not on our side.

As a beginning, we have to ask the right questions and earnestly seek their answers. We should stop asking, "Is our curriculum marketable?" and start asking, "Is it meaningful?" We should not ask whether we can afford to provide quality education, for clearly we can ill afford not to. Instead, we should find the best ways to ensure the provision of quality education. Retaining qualified educators is obviously a most basic first step.

It will take money, yes. We simply cannot be competitive without offering adequate compensation. But money is not enough. It will also take change--a change in atmosphere and attitude, in recognition and respect.

Administrators and faculties are sometimes legitimately at odds, but we now face a common enemy whose defeat will benefit us both. The enemy is complacency and our options are few. We can band together with a determination to win or we can betray the future and be doomed to mediocrity.

The choice is ours and the time is now.

(Klatzky et al, 1985, reference from an article in *American Psychologist*, Vol. 40, No. 9, pp. 1031-37.)

Christmas '85

Lindenwood's 'gift' to the community

More than 600 community residents visited the festively-decorated Lindenwood College campus in early December when the institution held its Annual Christmas Walk, an event that is becoming a holiday tradition in St. Charles.

"This is our holiday gift to the community," said President James I. Spainhower, "and we take great pleasure in welcoming visitors to this lovely and historic campus, especially during the holiday season."

Billed as "an entertainment event for the entire family," the Christmas Walk featured a variety of entertainment for all ages, including free performances by the well-known Bob Kramer's Marionettes of St. Louis.

Under the direction of Lynne M. Landholt of the college's Development Office, the event featured performances by St. Charles Immanuel Lutheran Church's Bell Ringers Choir under the direction of Al Loesel; the Lindenwood Madrigal Singers and Women's Ensemble under the direction of Nancy P. Fleming, assistant professor and director of choral music; the Lindenwood Brass Quartet featuring Gene M. Henderson, chairman of the Education Dept., on French horn; holiday storytelling by Ann Canale, chairperson of the English Dept.; a visit from Santa Claus, portrayed by Bill Wright of the Admissions Office staff; and a mime presentation by Bill Lengfelder, an M.F.A. student from Columbia, MO, as well as Kramer's Marionettes.

Lindenwood students served as guides for the holiday event, escorting visitors to campus buildings and residence halls that were decorated for the Christmas Walk. Highlights along the path included an elaborate Christmas display at Parker Hall, arranged by students and the residence hall government; a Victorian setting and Christmas tree in Sibley Hall's Parlor, produced by John H. Wehmer, professor of art; and elaborate holiday decorations in the Memorial Arts Bldg., Butler Memorial Library, the Admissions Office in Butler Hall; the Student Center in Nicolls Hall; and the Fine Arts Bldg., where Lindenwood art students staged an exhibit of their work.

As part of the Christmas Walk, at the corner of First Capitol Drive and Kingshighway, the Salvation Army displayed its annual Tree of Lights, a fund-raising endeavor that enabled the organization to raise nearly \$100,000 to help pay for programs in the community.

Adjacent to the Tree of Lights was a \$5,000 nativity scene, donated to Lindenwood by the St. Charles Kiwanis Club. The creche will be displayed on campus each holiday season, courtesy of the Kiwanis Club.

With the assistance of Marilyn Morris, assistant dean of College Life for Programs & Residences and a member of the St. Charles Jaycee Women, a dozen Christmas trees were donated by the St. Charles Jaycees for display in campus

buildings. The Jaycees also donated the Santa Claus outfit used by Wright.

Other contributing organizations included the Lindenwood Student Government, which offered financial support; the Lindenwood Society of Families, which provided refreshments; the St. Charles Lindenwood Alumni Club, which provided financial assistance; the Lindenwood College Day Student Organization, which provided entertainment and decorations; and an anonymous alumna donor, who provided poinsettias which adorned the campus.

Institutional support included numerous assistance from the Physical

Plant and Food Service staffs; promotional material by the college's Public Relations Office; broadcasts by KCLC-FM Radio; the design and printing of programs by the Printing Center; and the Christmas Walk Committee, consisting of Landholt as chairperson and Jan Czapl, head librarian; Fleming; Miriam King-Watts, dean of admissions; Morris, Judy Shanahan, secretary to President James I. Spainhower; Randy L. Wallick, public relations director; and Carol Whitman, director of purchasing.

Before the Christmas walk, visitors had the opportunity to view "The Magic Galoshes," a play for children written by S.E. Mills, a visiting professor of theatre.

Staged by the Performing Arts Dept., the play had its world premiere at Lindenwood during the recent college season. After the holiday event, many visitors took part in the annual Elizabethan Holiday Feasts, performed by the Madrigals and Women's Ensemble in a lavishly-decorated Memorial Arts Bldg. Parlor.

As a gift to faculty and staff members, Lindenwood closed all campuses December 20-29 following the end of the fall semester and in observance of Christmas, a gesture that saved the institution utility costs and gave nine days of "vacation" to nearly 300 employees.

YOU ARE INVITED TO

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Third Annual Fashion Show/Luncheon

GOLDIE'S

TIME: SATURDAY, March 1, 1986
11:15 a.m. (Cash bar - Social Hour)
12:30 p.m. (Lunch)
1:30 p.m. (Fashion Show)

PLACE: Chateau de France
10405 Clayton Rd. (Frontenac)
St. Louis, Missouri 63131

NARRATOR: Lynn Moore
Director, Fashion Marketing Department
Lindenwood College

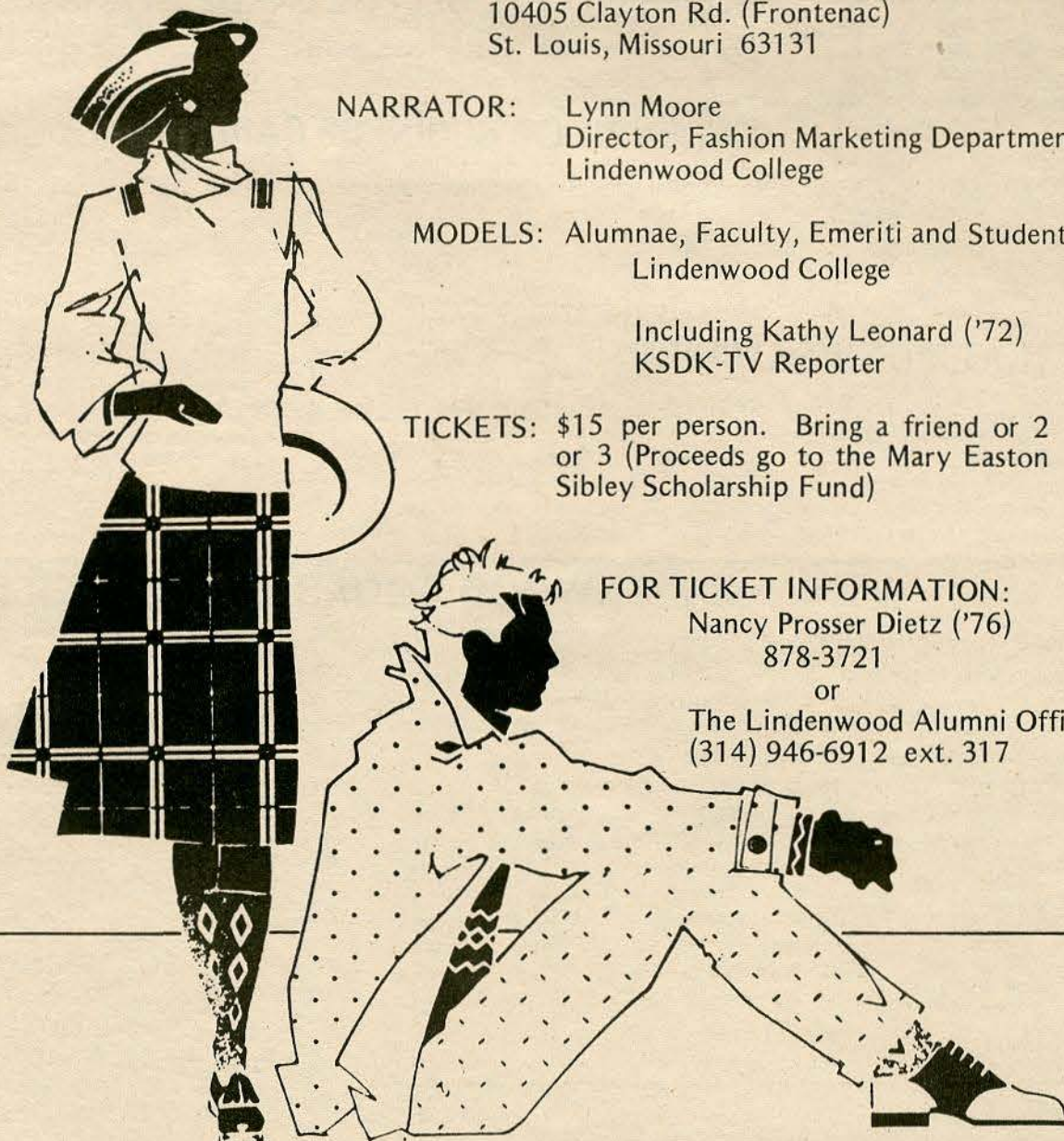
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Lindenwood College

Including Kathy Leonard ('72)
KSDK-TV Reporter

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Sibley Scholarship Fund)

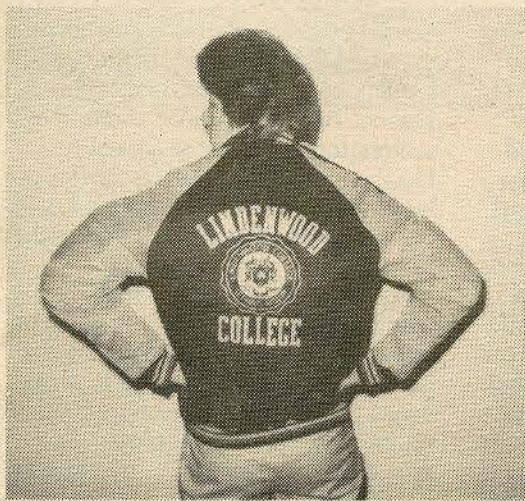
FOR TICKET INFORMATION:
Nancy Prosser Dietz ('76)
878-3721

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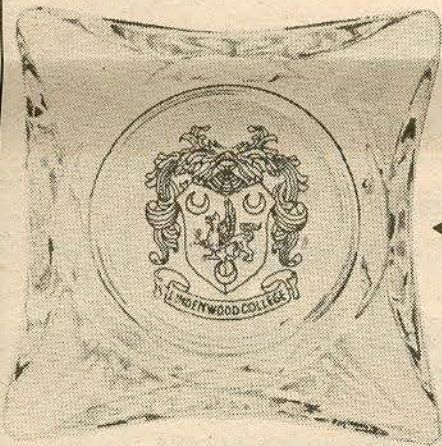
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