



## College Begins Major Funds Drive

Lindenwood College has embarked upon a major funds drive designed to raise \$10 million in pledges and contributions within the next three years.

With a theme "Providing Renaissance Leadership for Today," the campaign will be spearheaded by Robert F. Hyland and S. Lee Kling. Hyland is chairman of the college's board of directors and regional vice-president of CBS Radio, Inc., while Kling is treasurer of the 21-member board and chief executive officer of Landmark Bancshares in St. Louis.

In announcing details of the major funds drive last month, both said the board will play "an active leadership role in the \$10 million campaign," the most ambitious in Lindenwood College's 157-year history.

The major funds campaign expects to raise \$8 million for facilities development and campus expansion; \$1.4 million for student development, including \$1 million for leadership scholarship awards to deserving students; and \$500,000 for community development, including programs in basic skill development, value orientation and work-service preparation.

The \$8 million in facilities development includes the construction of a multipurpose \$5 million athletic and theatre complex and \$3 million for major renovation and repair of

facilities and historic buildings on the 142-acre campus.

Included in the facilities renovation plans are major restorations at Butler and Ayres halls; the rewiring of Sibley Hall, the oldest facility on campus that is listed in the National Registry of Historic Buildings; new roofs on Butler Library, Butler Hall and Roemer Hall; and major additions, air conditioning and renovation of administrative and classroom facilities in Roemer Hall.

The \$8 million in new facilities construction and physical plant renovation stems from a master plan for Lindenwood College being prepared by P. John Hoener & Associates, Inc., a St. Louis architectural and planning firm. The master plan calls for better utilization of campus facilities and space for projected increases in future enrollment at the St. Charles campus.

Although Lindenwood College has raised only \$1.62 million during the past decade, Hyland, Kling and other board members expressed optimism that the institution would reach its \$10 million goal by fiscal 1987.

"Based upon a more active leadership role by the Lindenwood College Board of Directors, the new and dynamic presidency of Jim Spainhower and the success of our current Annual Funds Drive, we are very optimistic that \$10 million can be secured from private and corporate sources in the next three years to meet Lindenwood's needs for capital expenditures and student development," Hyland said.

Lindenwood College now is nearing completion of an 18-month campaign to raise \$700,000 from the board of directors, faculty and staff, alumni, the area community and cor-



Hyland

Kling

porations and foundations in the St. Charles and St. Louis metropolitan areas.

The college had received cash or contributions totaling nearly \$400,000 towards the \$700,000 goal. This amount surpasses the previous 12-month record of \$212,183 in non-endowed funds recorded in 1979-80.

"Although average contributions during the past 10 years have been \$162,200 annually,

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### 'Renaissance Leadership for Today'

## College Launches Awareness Campaign

Lindenwood College has implemented a long-range and comprehensive awareness campaign that will coordinate all of the institution's public relations, recruiting, advertising, marketing and fund-raising endeavors.

To run through fiscal 1987, the awareness campaign coincides with the \$10 million major funds drive recently approved by the Lindenwood College Board of Directors. Both the awareness campaign and the major funds drive are termed "the most comprehensive and ambitious programs in the college's 157-year history."

With a theme of "Lindenwood College - Providing Renaissance Leadership for Today," the campaign is designed to strengthen Lindenwood College's academic and community profiles as an educational leader, according to Randy L. Wallick, director of the Public Relations Office of Lindenwood College.

"With a theme that centers upon rebirth and a period of vigorous intellectual activity, the awareness campaign is designed also to accent the college's academic tradition and its innovative educational

mission for today," he said.

Highlights of the multifaceted, three-year campaign include:

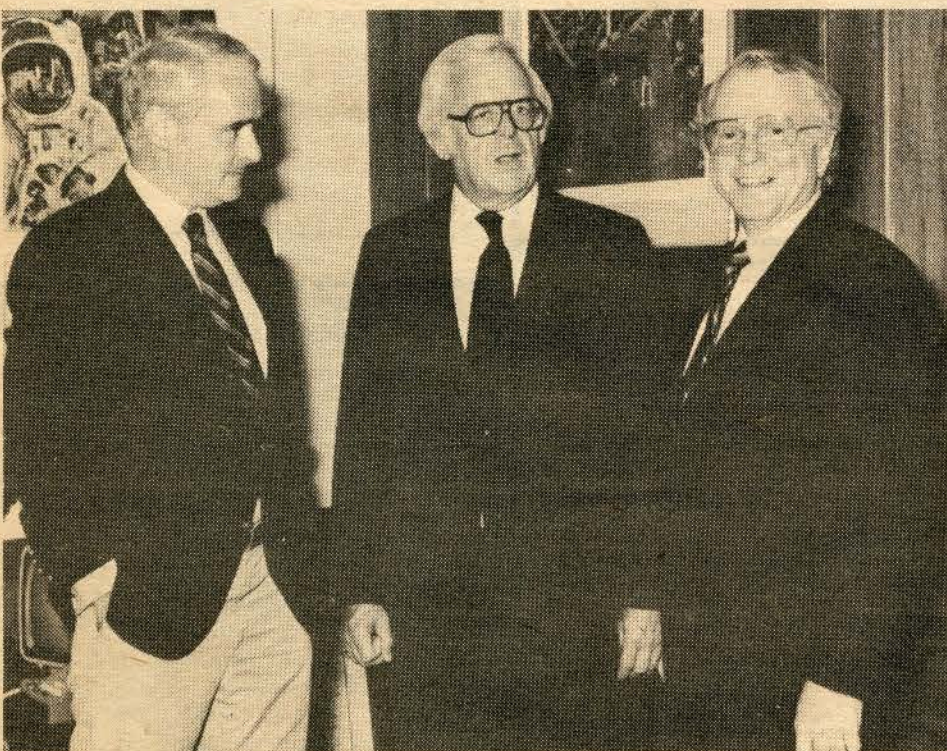
- The formation of a Public Affairs Advisory Committee composed of various segments of alumni, community, board of directors and faculty and staff members whose expertise can be relied upon for various fund-raising, public relations and marketing endeavors.

- The promotion and recognition of distinguished Lindenwood College alumni who are leaders in their respective fields and/or careers.

- The introduction of "The Lindenwood Report," a monthly newsletter by President James I. Spainhower that will focus on higher education concerns and be sent to civic, educational and business leaders in the metro area.

- A coordinated advertising and marketing program that will accent the campaign theme. The

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**CAPITOL HILL MEETING** — Henry J. Elmendorf, center, a member of the Lindenwood College Board of Directors and the St. Louis Regional Commerce & Growth Association, recently met with Sen. Thomas Eagleton (D-MO), left, and Roger B. Smith, board chairman of GM Corp., in Washington, DC. At the session, Elmendorf updated both on Lindenwood's cooperative arrangement that offers educational opportunities to GM workers on campus and at the GM Wentzville Assembly Center. (See related article on page 3).

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# president's message

by JAMES I. SPAINHOWER

"Here's the good news - 56 percent of Hampden-Sydney's alumni gave more than \$480,000 to the alumni fund in 1982-83. (The Annual Fund operates on a July 1 - June 30 fiscal year). That ranks us among the very best of all colleges and universities in the country.

"Now for the bad news - 60 percent of Randolph-Macon's alumni gave to their alumni fund last year. That figure makes them the #1 College in the South in alumni participation (displacing your alma mater in the lead spot)." - From the Hampden-Sydney College Alumni Fund.

And the really bad news - For the fiscal year 1982-83, only 5.4 percent of Lindenwood's alumni gave to the college for a total amount of \$73,135.

Hampden-Sydney and Randolph-Macon are both located in Virginia, a state with a history of strong support for private higher education. The Greater St. Louis Area has a like record of support for private colleges. Until 1961, with the exception of Harris-Stowe Teacher's College in downtown St. Louis, there were no public colleges in this area.

The Renaissance mission upon which this College has embarked is founded on the conviction that many more than 5.4 percent of our alumni are willing and anxious to help Lindenwood implement in the decade ahead its historic liberal arts purposes.

If there is one word that epitomizes what a small liberal arts college is all about, it is probably the word "renaissance." Technically, the word comes from

the French, means rebirth, and is the name given to a period of history that lasted about 300 years between the Middle Ages and modern times. The movement actually began in Italy in the 1300s and spread throughout Europe during the 1400-1500s.

The Renaissance was a time when men plunged ahead by looking back. The classics of Greece and Rome received renewed attention. In art, literature, science, philosophy and religion, the truths of the past became the catalytic substance that was the basis for the eruption of a dynamic new world of beauty and reality. The Renaissance was an age of adventure and curiosity during which men were fascinated with the world about them. An emphasis on the individual and on man's determination to explore the world were

characteristics of the Renaissance.

It is fitting, therefore, that Lindenwood College's three-year campaign to raise \$10 million

This institution has great days ahead of it - a Renaissance awaits us!

There is a sense of adventure

## Renaissance Leadership for Today

should adopt the theme, "Renaissance Leadership for Today." For, that is what we are about here at this historic college. We, too, plunge into the future on the basis of a noble past. The truths we have received constitute the very ideas that we mix with the discoveries of today to educate those who come our way to become today's leaders.

as we embark on this campaign for our goal is ambitious. But, we know the need is there and we believe we have the inner will to sustain within us an unshakeable determination to succeed.

Let us make the Renaissance of Lindenwood something beautiful to behold. It will then be worth remembering that we had a part in its beginning.

## Lindenwood One Thousand Formed

As part of Lindenwood College's major funds campaign to raise \$10 million by 1987, the Lindenwood One Thousand has been created with four key gift categories.

"Various tax-deductible gifts and contributions in the four key gift categories from only 1,000 individuals will enable the college to achieve its fund-raising goals," said Edward D. Watkins, vice-president for institutional development and one of the coordinators of the major funds drive.

"As a member of the Lindenwood One Thousand, you are an

elite and distinguished individual who is helping to shape the current direction and the future destiny of one of the oldest, private institutions of higher education in the United States," he added.

Membership in the Lindenwood One Thousand can be obtained in the following gift categories:

•**Founder's Club** - donations of \$160 to \$299. "For only \$1 for each year of the college's existence since its beginning in 1827 to the completion of the major funds drive in 1987, an individual can be a member of the

Founder's Club," Watkins said.

•**Gold Links Club** - donations of \$300 to \$499.

•**President's Club** - donations of \$500 to \$1,199.

•**Board Associations** - donations of \$1,200 and greater.

According to President James I. Spainhower, membership in any of these four categories will distinguish individuals from others who are contributing to the college's Renaissance Campaign. "It also will provide individuals with certain tangible benefits and appreciative gifts for their generous contributions to Lindenwood College and its commitment and dedication to quality education," Spainhower added.

Membership in the Lindenwood One Thousand entitles individuals to receive:

•A personal identification card enabling the donor and his/her spouse or guest to attend certain athletic, cultural and artistic events free-of-charge at Lindenwood College.

Continued on page 4

## A Gift of Real Estate?

Have you taken a look at your real estate holdings lately and wondered how you could increase your income from them during this period of recession?

Do you have some land you have been trying to sell but can't—or, at least, not without considerable monetary loss to you?

Are you looking for a way to make money while helping the Lindenwood College?

We have just the help you need. Lindenwood can now accept gifts of real estate.

We can help you realize additional income through an outright gift from you or through a "life estate contract".

We want to help you market your real estate and to make it profitable. May we hear from you?

Edward D. Watkins  
Vice-President for  
Institutional  
Development

clip & mail

To: Edward D. Watkins/The Lindenwood College  
First Capitol & Kingshighway/St. Charles, MO 63301 / (314) 946-6912

☐ Please tell me more about real estate gifts.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

the linden word  
vol. 1, #3 spring '84

A Quarterly Publication  
of  
Lindenwood College  
St. Charles, MO

President: JAMES I. SPAINHOWER

Board Chairman: ROBERT F. HYLAND

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Alumni: ESTHER FENNING

Written and prepared by Lindenwood College's Public Relations Office. Views and opinions appearing in this publication are not necessarily endorsed by the Lindenwood College Board of Directors.

Address all communications, letters, subscription requests and changes of address (including both a mailing label from the current issue along with the new address and proper zip code) to the Public Relations Office, Lindenwood College, First Capitol & Kingshighway, St. Charles, MO 63301.



# Alumna's gift to help Lindenwood coeds

by JUDY PETERS

Miss Aimee Becker, a Lindenwood College alumna, has granted \$50,000 to the college to establish the Aimee Becker Scholarship.

The scholarship will meet the full four-year tuition costs of an outstanding female student. Beginning this fall, every four years, one student will be selected to receive the scholarship. The recipient must maintain a 3.5 grade-point average and must continue to exhibit leadership skills through active participation in campus life.

Miss Becker graduated from the Linden Wood Boarding School for Young Ladies in 1908. She attended the school for five years (at that time, Lindenwood was a three-year prep school and a two-year liberal arts college). She lived in St. Charles and was one of the few commuter students at Lindenwood.

"There were 80 to 100 students attending Lindenwood at that time, 24 in my graduating class," said Miss Becker, who is now 94 years old. "We kept a chain letter going between the girls in my class until 1975, when it was lost. It was a small

school, but a very happy one," she remembers.

"There was one building on campus, Sibley Hall. The girls lived upstairs and attended classes downstairs. There was also a small gym, tennis and basketball courts.

"We were required to learn nine foreign languages, math, music and art. We also had a course on how to serve tea. That was very important in those days," she recalled.

Miss Becker was very involved in music. She sang in the choir and played the piano. She was also interested in journalism. The school did not have a newspaper at that time, but in 1907 Miss Becker and a few of the other journalism students developed the first Lindenwood yearbook, called "Linden Leaves."

Boys were not allowed at parties or many of the other events held on campus. The big event of the year was a reception, at which boys were allowed. That was something to look forward to, she said.

Lindenwood girls were not allowed to receive letters from boys. They were first sent to

parents who would read them and then decide whether or not to let their daughters read them. "However, since I was a commuter student and had access to the post office," Miss Becker said, "I used to sneak in letters from beaux to the girls."

Every year on Arbor Day, the students planted a Linden tree, a tradition still upheld at Lindenwood today.

Miss Becker was born in 1890 in St. Charles. Her mother died when she was four years old. Her father, B. Franklin Becker, was a successful businessman who owned the American Car Works in St. Charles, a gas company, woolenmills, and a dry goods company. Her grandfather, Valentine Becker, built the First National Bank in St. Charles in 1863. Her father later became president of the bank in 1892.

Her great-grandparents came from Prussia and Germany. The Beckers were farmers and grain dealers. They were one of the first families to settle along the Missouri River in St. Charles. There are only a few Beckers still residing in the city today. Her grandmother knew Mary Sibley, the founder of Lindenwood, very well, and therefore wanted Miss Becker and her sisters to attend the school.

Miss Becker, a resident of Parkside Meadows Nursing Home in St. Charles, has been active in the St. Charles Historical Society, the Republican National Committee and the St. Charles chapter of the Lindenwood College Alumni Association.

**Generosity of St. Charles alumna to aid female students.**



Becker

In appreciation for her donations to Lindenwood's community radio station, KCLC-FM, the station granted her an honorary membership into Alpha Epsilon Rho, the honorary radio fraternity.

Miss Becker has kept in contact with Lindenwood throughout the years and generously has supported the institution. She has attended many alumni association events and, in 1979 at the age of 89, was presented the Alumni Merit Award, an annual presentation to outstanding alumni.

Commenting on her recent gift to the college, Lindenwood President James I. Spainhower said, "Aimee's contributions to Lindenwood, as well as her continued interest in the educational potential of today's women, will continue to be remembered by those who are awarded with the scholarship that bears her name."

(Judy Peters will graduate in May with a bachelor's degree in mass communications. Currently, she serves an internship in the college's Public Relations Office, receiving six hours of academic credit for practical public relations and communications functions.)



**A HELPING HAND** — Lindenwood's preschool and kindergarten programs at the Campus Lab School take advantage of many diverse facilities and programs at the college, including the Department of Performing Arts. Here, children learn concepts in expression and drama from Linda Cox of St. Louis, a senior and theatre major at Lindenwood. Other activities for accelerated children in the Campus Lab School's programs include visits to the Biology Dept., campus greenhouse, computer center and Butler Library.

## Unique Program Attracts GM Workers To Campus

Nearly 1,500 hourly employees of General Motors Corp. underwent two-week sessions of intensified training during the summer and fall at Lindenwood College.

The workers, most of whom had been laid off from GM facilities in St. Louis for the past two years, returned to work at GM's Wentzville Assembly Center plant following the on-campus training.

The two-week sessions included lectures, group discussions and practical exercises in intergroup relations, small group development, motivation, teaching and presenting skills, conflict resolution, stress management, creative problem solving and team development. The sessions at Lindenwood were followed by a one-week technical training course at the Wentzville facility. Campus training was coordinated by GM personnel.

The summer training was part of a cooperative agreement made last year between GM and Lindenwood that provides academic credit and instruction

at the Wentzville facility.

The joint agreement is designed to increase the skills of GM workers at Wentzville by providing nearly 20 hours of instruction by GM management personnel and Lindenwood faculty members. Lindenwood provides academic credit for training courses offered by GM at the Wentzville plant - group dynamics, conflict management and social science statistics.

As part of the agreement, Lindenwood supplements the GM training courses at Wentzville by offering instruction in such courses as human behavior management, communications, business simulation and data processing/computer science. These courses emphasize such basic skills as written communications, human relations, math reasoning and critical thinking.

To be dedicated this spring, the \$500 million Wentzville plant is one of the most technologically-advanced and automated facilities in the country.



# Donors Sought To Reach Goals

Continued from page 2

•The etching of the individual's name on a plaque that will be displayed prominently on campus as a means of showing future generations the support and generosity given to Lindenwood.

In addition to these benefits, Spainhower said those who give to the Founder's Club will receive an engraved, marble-like paperweight of the 157-year-old historic Lindenwood College. "This limited-edition artwork can be displayed proudly in one's home or office," he added.

Membership in the Gold Links Club will provide benefits of the Founder's Club in addition to a

personal invitation to attend a recognition dinner in the donor's honor. The dinner, to be held later this year, will be hosted personally by members of the Lindenwood College Board of Directors.

Membership in the President's Club provides individuals with benefits of the Gold Links Club in addition to a \$500 departmental scholarship in their name. The donor also can recommend what department on campus that the scholarship should be used.

Membership in the Board Associates entitles individuals to all of the benefits of the President's Club with the excep-

tion that the departmental scholarship is substituted with a \$1,200 Leadership Scholarship.

"Awarded to deserving students each year, the college's widely-acclaimed Leadership scholarships have a maximum value of \$1,200 and pay for the full room cost for deserving students. Your contribution to the Board Associates not only will aid the college's educational pursuits but will help rebuild the residential student population," Spainhower said.

Both Spainhower and Watkins point out that all contributions to the Renaissance Campaign are sought, not just those that meet the four categories in the

Lindenwood One Thousand.

"A \$5, \$25 or \$100 contribution is just as important as the \$160 for the Founder's Club or the \$1,200 for the Board Associates," Spainhower said. "Each gift or contribution is tax-deductible and shows the individual's support for Lindenwood College," he added.

Further information on the Lindenwood One Thousand can be obtained by contacting Watkins or Jim Thompson, major funds coordinator, at Lindenwood College, (314) 946-6912.

## Phone-a-Thon Scheduled

Lindenwood College's Alumni Affairs and Development offices have combined forces to sponsor the Renaissance Alumni Phone-a-Thon, scheduled April 23-30.

"It will be a get-reacquainted fund raiser," said James D. Thompson, major funds coordinator for the Renaissance Leadership Campaign.

"Lindenwood's strongest asset is its distinguished and dedicated alumni," Thompson said. "Unfortunately, we have lost touch with many of our alumni, and our Renaissance Alumni Phone-a-Thon is an effort to bring them back into the fold."

Thompson said that alumni phone numbers are needed desperately. "We have more than 13,000 alumni, but only a very small percentage of their current phone numbers. We'd like to reach at least 6,000 alumni during our phone-a-thon, and increase the level of alumni giving to a respectable level," Thompson said.

Alumni that would like to update phone numbers and addresses are encouraged to contact Thompson at (314) 946-6912, extension #320.

## 'Book of Honors' Established

by LAURA A. FLAGG

Traditionally, Lindenwood College receives gifts from individuals who wish to acknowledge and honor friends and family members.

In response to these requests, Lindenwood College Board Member S. Lee Kling has suggested that the institution establish a "Book of Honors" Fund. Such a fund would offer the gift donor an opportunity to honor or pay tribute to loved ones by having that person's name entered in the college's "Book of Honors."

The program has a two-fold purpose:

- First, to provide a convenient, dignified and meaningful way for friends of Lindenwood to honor special people, and
- Second, to assist Lindenwood College in its commitment to higher education.

The "Book of Honors" is a stained, wooden volume that is situated on a podium and prominently displayed for inspection in the foyer of historic Roemer Hall. The book's parchment pages will be inscribed with the name of the person being honored, the occasion of the gift, the date of the gift and the name of the donor. Lindenwood College President James I.

Spainhower will notify all honorees of the gift.

The "Book of Honors" Fund may be used on the Individual Plan or in what has been established as the Annual Gift Plan.

The Individual Plan allows gift donors to notify Lindenwood College when a friend or a family member is to be honored. Donors are sent a pre-addressed card to fill out, indicating the name of the person to be honored, the reason for the honor and the name and address of the individual to be notified of the honor. The honor is then inscribed in the "Book of Honors" for a donation.

The Annual Gift Plan allows the donor the convenience of having at his/her disposal 10 prepaid, pre-addressed post cards for use over one-year period. When desired, the donor simply fills out a card and mails it to Lindenwood College. The cost of the Alumni Gift Plan is \$250. The college will notify donors when the last gift card has been used.

For further information on this unique program, contact James Thompson, major funds coordinator, at Lindenwood College's Office of Development, (314) 946-6912, extension #320.

## Awareness Campaign

Continued from page 1

program will include the increased utilization of print and broadcast media to acquaint the community with Lindenwood Renaissance leadership programs and pursuits.

• The increased utilization of KCLC-FM Radio, Lindenwood's 1,500-watt public service station, for community and college-oriented services, programs and events.

• Increased cooperation with area high schools as a means of demonstrating Lindenwood's dependency upon quality students and its commitment to quality education.

The awareness campaign will involve all aspects of Lindenwood College, Wallick said, but it will be coordinated greatly upon input from such departmental offices as development, alumni affairs, admissions and public relations.

Secondary goals of the campaign are to increase all segments of the college's enrollment, to strengthen media and community relations, to increase fund raising, to foster academic development and academic expansion and to increase alumni relations and support for the 157-year-old institution, Wallick said.

## Major Funds Drive Begins

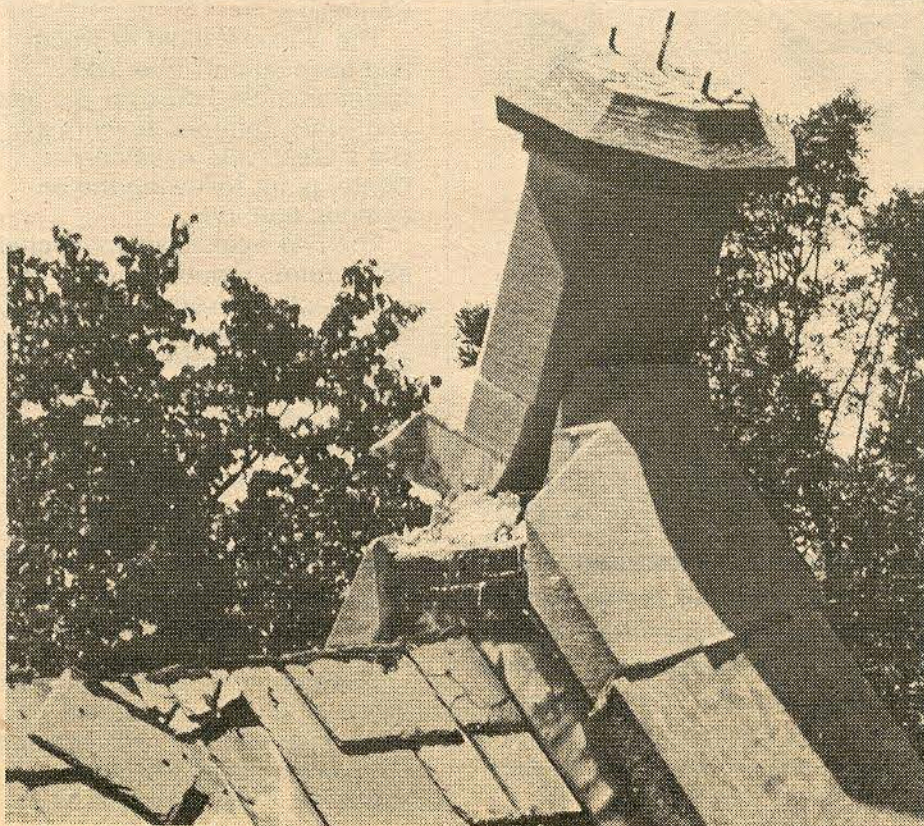
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this year's more than \$350,000 in pledges and contributions has established the groundwork for a more ambitious major funds campaign for a longer period of time," Spainhower said.

The \$10 million major funds campaign is a multifaceted one that will involve not only the board of directors but Lindenwood College alumni throughout the country as well as major businesses, corporations and foundations in the greater metropolitan area.

The campaign is designed to bring financial stability to the 157-year-old institution and provide it with working revenues to meet campus expansion, community needs and student demands in the future, Spainhower added.

**MENDING HISTORY** — Many of Lindenwood's historical and architecturally impressive buildings are in need of repairs as the college continues to preserve its legacy of the past and offset aging and weather problems. This photo of the capstone of Roemer Hall is typical of the problems that frequent the college's maintenance staff. Roof repairs to Roemer Hall, erected in 1921 in honor of John L. and Lillie P. Roemer, currently are estimated at \$75,000, a significant portion of the college's operating revenue.





## Joint Program Begins with UMSL

A cooperative program began this semester between Lindenwood College and the University of Missouri-St. Louis (UMSL) that provides a five-year degree pursuit in public policy administration.

The joint venture allows a third-year Lindenwood student to transfer to UMSL's Public Policy Administration Program. At the end of the fourth year of studies, or first year at UMSL, the student receives a bachelor's degree from Lindenwood College and, at the completion of the fifth year, or second year at UMSL, a master's degree in public policy administration is granted by UMSL.

UMSL's program in public policy administration is targeted primarily to students with broad liberal arts backgrounds, such as those at Lindenwood. Although the joint program is open to all students, it is especially appealing to those at Lindenwood with sociology,

political science, history or business administration majors.

According to James F. Hood, Ph.D., dean of the Lindenwood Evening College, the joint program can be implemented without cost to either Lindenwood College or UMSL and without additional course work required of the student. "It does, however, offer a program built upon that liberal arts base that can lead to employment," he said.

Possible areas of employment are governmental positions in city management, criminal justice, housing, personnel management, health policy, financial management, transportation and economic development policy, Hood said.

The joint program in public policy administration is open to current and prospective students at Lindenwood. For further information, contact Hood or the Lindenwood College Admissions Office at 946-6912.

## EMT Program Offered for Associate Degree

Lindenwood College has introduced an associate degree program in emergency medical

technology this semester to its offerings of more than 50 associate, undergraduate and graduate degrees.

The two-year program will be instructed at the St. Charles campus by Lindenwood faculty members and emergency medical professionals from Sigma Medical Management, Inc., and St. Joseph Health Center in St. Charles.

Primary courses consist of English, math, humanities, cell biology, chemistry, psychology, sociology, anatomy and physiology, crisis intervention, pharmacology and emergency medical and paramedic training, according to Daryl J. Anderson, Ph.D., program coordinator and chairman of the Department of Biology.

The final 15 hours of the student's program will be spent in residence at an off-campus training facility, such as St. Joseph Health Center, said Mick J. Sanders, president of Sigma Medical Management and a Lindenwood College alumnus.

Upon successful completion of the program, the student will be awarded an associate in science degree from Lindenwood College and will be eligible to take separate uniform examinations for state licensing as an emergency medical technician and/or as a paramedic.

The associate degree program in emergency medical technology was approved recently by the Lindenwood College faculty.

For further information on the new program, contact Dr. Anderson at 946-6912, extension #233.

## KCLC-FM Receives Bluegrass Awards

Lindenwood College's community radio station, KCLC-FM, has received a second-place award as "Bluegrass Music Station of the Year" by the Society for the Preservation of Bluegrass Music in America, a 12-state organization based at Lake Ozark, MO.

The society polled its audience of radio listeners in the annual competition. Although the society is comprised of members from 12 states, award categories are open to all radio stations in the United States, according to Jim Wilson, KCLC general manager and faculty member at Lindenwood College.

In this year's competition, volunteer announcer Gene Roberts was awarded "Bluegrass Disc Jockey of the Year" by the society.

KCLC-FM, 89.1 khz on the dial, is a frequent top place recipient in the society's annual competition. Competing against many larger radio stations, KCLC-FM last year was cited as "Best Bluegrass Station in the United States."



**CHAIRMANSHIP EXCHANGE** - Edward D. Watkins, left, vice-president of institutional development at Lindenwood College, and President James I. Spainhower, right, confer with Robert H. Colvin, second from left, and William O. Mullins. Colvin recently replaced Mullins as chairman of fund-raising efforts in St. Charles as part of Lindenwood College's major funds drive to raise \$10 million during the next three years. Mullins, a member of the Lindenwood College Board of Overseers, is credited with spearheading recent efforts in a separate funds drive that raised nearly \$75,000 from the St. Charles community for the 157-year-old college.

## KCLC-FM Your Community Station

Monday-Thursday	6 a.m. to 6 p.m. Jazz	6 p.m. to 6 p.m. Blue Grass	9 p.m. to 12 Jazz
Friday	6 a.m. to 12 p.m. Jazz		
Saturday	6 a.m. to 9 a.m. Gospel Sounds	9 a.m. to Noon Big Band	12 to 12 p.m. Jazz
Sunday	6 a.m. to 8 a.m. Hooked on Gospel	8 a.m. to 10:45 a.m. The Son Shine Show	10:45 to 11 a.m. The Lutheran Hour
			11 a.m. to Noon The Highlandview Baptist Church
	12 a.m. to 6 p.m. Jazz	6 p.m. to 9 p.m. Reggae	9 p.m. to 12 p.m. Night Wave

### Associated Press News;

Monday through Friday - Every hour at the top of the hour and 6:30, 7:30, 8:30 a.m., 3:30, 4:30, 5:30 p.m.  
Saturday and Sunday - Every hour at the top of the hour.

### Associated Press Sports;

Monday through Friday - 6:45, 7:45, 8:45 a.m., 3:45, 4:45, 5:45 p.m.  
Saturday and Sunday - 9:05 a.m., 12:05, 3:05, 6:05, 9:05 p.m.

### Local News;

Monday through Friday - 7:32, 8:32 a.m., 4:32, 5:32 p.m.

### Local Sports;

Monday through Friday - 7:46 a.m., 3:45, 5:46 p.m.

### Associated Press Features;

Monday through Friday - 9:30, 10:30, 11:30 a.m., 1:30, 2:30, 3:30 p.m.

### Business Barometer;

Monday through Friday - 6:15, 7:15, 8:15 a.m., 3:15, 4:15 p.m.

### Community Calendar;

Monday through Friday - 1:05, 9:05 p.m.

### River Cities Music Makers;

Monday through Friday - 12:30 p.m.

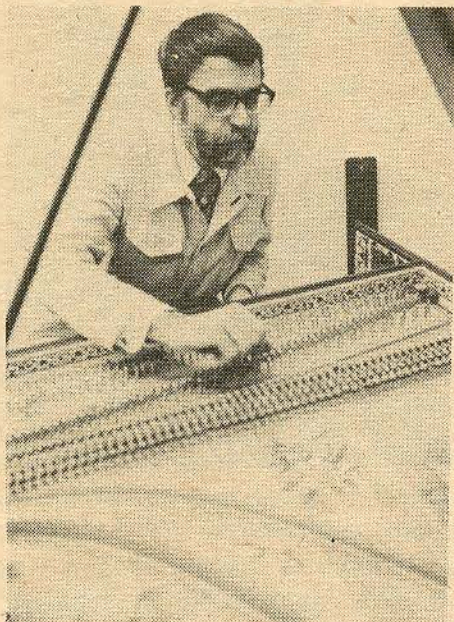
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**Broadcasting from  
the Campus of  
Lindenwood College**



# alumni news

## Harpsichord Dedicated by Alumna



**FINE TUNING** — Peter Tkach, an instrument maker, tunes Lindenwood's new, handmade harpsichord prior to a dedication recital held recently on campus. The \$7,000 instrument was built by Tkach and paid for by a gift from Mrs. Marjorie Herrick of Dallas, TX, an alumna of Lindenwood College.

A handmade harpsichord valued at \$7,000 recently was dedicated to Lindenwood College, paid for by a gift from Mrs. Marjorie Herrick of Dallas, TX, a 1962 graduate of Lindenwood and a former member of the Lindenwood College Board of Directors.

Taking more than 800 hours to build, the harpsichord was made by Peter Tkach of Webster Groves, MO, a well-known instrument maker and former choral conductor.

It was dedicated during a concert featuring internationally-known harpsichordist Igor Kipnis, cited by *Time* magazine as "the foremost harpsichordist of the day." A prolific recording artist with 62 records to his name, Kipnis has received six "Grammy" nominations, three "Record of the Year" awards and has been named "Best Harpsichordist" by *Keyboard* magazine in 1978, 1979 and 1980.

The harpsichord that Kipnis used was constructed by Tkach from 18th century plans obtained from the Russell Museum in Edinburgh, Scotland. It is a dou-

ble harpsichord, meaning it has two keyboards to produce two sound ranges and a mixture of both. One of three double harpsichords that Tkach has made since 1965, it is considered by him as "the best because it is unique for Lindenwood College and because of the hand-painted decorations that it contains."

The son of a nationally-known conductor, Tkach is a former high school and college instructor who turned to harpsichord making 18 years ago. The only full-time instrument maker in the area, he makes an average of four harpsichords per year for schools, choirs and individuals.

"I began making harpsichords for choirs in 1965 from kit forms. Then, I decided to make them from scratch, obtaining the plans or partial date sheets from museums throughout the world," he said.

Kipnis has been credited with spearheading a rebirth in the harpsichord in the United States since the late 1950s, Tkach said. "To be truthful to music, you need the right instrument. The reevaluation and rediscovery of old music in recent years have been the reason for the harpsichord's growing popularity in

the United States," he added.

Invented in Italy in the late 14th century, the harpsichord was the leading keyboard instrument throughout Europe until the piano emerged in the 18th century. Credited as the follower of the harpsichord, the piano uses a hammer mechanism to produce sounds while the harpsichord utilizes a plucking mechanism.

"The harpsichord is an all-wood instrument and, of course, doesn't have the tension that a piano does," Tkach said. With the exception of plastic or quills used for the pluckers and brass, bronze or iron used for strings, the harpsichord is made primarily of wood.

Lindenwood's harpsichord features woods from throughout the world - poplar from Missouri for its case, rosewood on the keyboard, Swiss pearwood for many action parts, Holly for the tongue and Sitka spruce from Canada.

Many of the old harpsichords, particularly those of the Baroque Age that were of French and Flemish origin, contained elaborate, hand-painted pastoral scenes, Tkach said.

## News/note

We need news about you! And, we depend on you to send us information whether you've changed jobs, received honors, published an article, had a baby, been married, recently retired or received an advanced degree. Please clip and return this note, and your news will appear in an upcoming issue of the *Linden Word*.

Name \_\_\_\_\_

Maiden Name (if different while at Lindenwood) \_\_\_\_\_

Lindenwood degree, year \_\_\_\_\_

Home address \_\_\_\_\_

Phone ( ) \_\_\_\_\_

Occupation \_\_\_\_\_

Business Address \_\_\_\_\_

Phone ( ) \_\_\_\_\_

News:

(Please provide complete information. E.g., if you've been married or had a baby, provide us with the date, your spouse's name and the baby's name.)

**RETURN TO:** Alumni Office  
The Lindenwood College  
First Capitol & Kingshighway  
St. Charles, MO 63301

## club news

**ST. CHARLES CLUB** - Club members recently were entertained to a presentation on the Sibleys of Lindenwood by Mary E. Ambler, college archivist. The event took place during a potluck dinner, held on campus by the club.

The St. Charles Club will meet April 9 at 7:30 p.m. in the Goodall Lounge of the Memorial Arts Building. Plans will be finalized for the club's fund-raising event of the year - "Mrs. Sibley's Attic Sale."

On April 28 from 9 a.m. - 5 p.m., "Mrs. Sibley's Attic Sale" will be held in the riding area on the parking lot tiers near the Lindenwood College Stadium. Crafts and antiques will be sold as well as garage and tailgate items. Proceeds from the sale will be used for scholarship awards to students at Lindenwood. For information on display space and exhibits, contact the Lindenwood College Alumni Affairs Office or Glenda Raef Schaefer, club president, at 946-4990.

**ST. LOUIS CLUB** - A benefit luncheon and fashion show was held recently by the St. Louis Club at Schneithorst's Hoffmberg Inn in Ladue. Proceeds, which are being tabulated, will be utilized for scholarship awards to deserving students at Lindenwood. Women's fashions for the show were furnished by Boyd's of St. Louis, arranged for the presentation by Suzanne Glenzy of Florissant, MO, a 1979 alumna.

In May, the St. Louis Alumni Club will sponsor a cookout for alumni and spring graduates at Lindenwood. For further information, contact the Alumni Affairs Office or Joanne Kleberger O'Keefe, club president, at 869-3057.

**KANSAS CITY CLUB** - Club members recently held a luncheon at the residence of Betty Bridges, featuring a presentation on "Education in China" by Richard Barrett, principal of Meadowbrook Junior High School.

Club members also sponsored a dinner recent for members of the Lindenwood College Basketball Lions. The event was similar to one conducted in Kansas City last fall for the college's soccer teams.

On March 22 beginning at 7:30 p.m. the club will conduct a business meeting. It will feature a presentation by free-lance writer Charlotte McKenzie, entitled "Writing for Fund and Profit."

The Kansas City Club is selling pecans this spring to raise money for its scholarship fund at Lindenwood. Cynthia Niggley, a senior and president of student government, is the club's current scholarship recipient at Lindenwood. Pecans are priced at \$4.50 per pound with all proceeds earmarked to the scholarship fund.

For further information on these or other Kansas City Club activities, contact Esther Moulthrop Muench, club president, at 649-3541.

**SOUTHERN CALIFORNIA CLUB** - With about 16 active alumni, the Southern California Club meets every other month for luncheons. Interested in joining? If so, contact Betty Butler Fitzpatrick at 32710 San Amadeo, Laguna Hills, CA, 92653, or call her at 586-3188.



# class notes

## Marriages

1960

**Dede Shigley Green** to Wesley Tignor

1964

**Karen Fasoldt** to Walter Holtkamp, Jr., 6-19-82

1975

**Lloyd Moses** to Tori Putman, 11-12-83

1979

**Tori Putman** to Lloyd Moses, 11-12-83

1980

**Julia Williams** to Steve Birsinger, 4-16-83

1983

**Sylvia Gaylord** to Stephen L. Hunt, 11-27-82

## Births

1978

**A son, Joshua**, to Robert and Karen (Plackmeyer) Vail, 9-1-83

## Deaths

1928

**Frances Stumberg Nuelson** of Front Royal, VA, 8-18-83

1939

**Martha Malcolmson Wilson** of Carmel, CA, 10-15-83

1937

**Betty Sterling Miller** of Glenwood Springs, CO, 7-14-83

1940

**Betty Cole Wallace** of Pulaski, PA, 8/73

1946

**Rebecca Yoder Vanberg** of Mesquite, TX, 8-10-83

1952

**Elizabeth Elliott Costa** of Houston, TX, 4-7-81

## Notes

1926

**Martha Maclay Shortridge Lawrence** of Berkeley, CA, writes that on the recent Fourth of July the Maclay family (which includes four Lindenwood alumnae - **Martha Maclay '93**, **Laura Maclay '94**, **Eleanor Asdale Maclay '14** and Martha herself) took part in the 125th anniversary celebration of Tip-ton, MO, and the Maclay residence. The Maclay family donated the home intact to the State of Missouri which, in turn, gave the title to a local group known as the "Friends of the Maclay Home."

1928

**Rebecca Carr Waylands** of Fredericktown, MO, is a retired home economics teacher who still loves to cook. She requests Marie Mortensen's recipe for Danish Christmas cookies that were included in the "Alumni Association Cookbook." She asks that any of Marie's former students who may have the recipe to send it to the Lindenwood College Alumni Affairs Office.

1935

**Nancy Montgomery Orr** of Van Buren, AR, was featured in a recent article appearing in the *New York Times*. She owns and runs a ranch in Van Buren that encompasses more than 1,100 acres and contains 600 head of cattle.

**Lillian Willson Naumann** of Birmingham, AL, is the recipient of the 1983 Ellen Gregg Ingalls Award for excellence in classroom teaching at the University of Alabama-Birmingham. A biology instructor since 1958, she recently retired and plans to do community and church work as well as travel with her husband, Robert C.

1938

**Betty White Klee** of Marissa, IL, writes that her husband, William, died April 30, 1983.

**1939 Gwendolyn Payne Hart** of Walhalla, SC, recently retired from the position of assistant principal and head of the English Dept. at Westminster High School in Westminster, SC. She and her husband have four married children and four grandchildren.

1943

**Jerre Lewis Van Steenberg** of Scotts Bluff, NB, still operates her own interior design business and has been teaching at the university in Lincoln. She writes she "still gets involved in politics, art centers and other causes, and is still sentimental about Lindenwood and old friends." Jerre, who reports she enjoys being 62, and her husband, Van, have six children and six grandchildren.

1945

**Frances Watlington Hubbard** of Texarkana, TX, still enjoys library work, she writes. Currently, she serves as chairman of the Friends of the Texarkana Public Library.

1951

**Frances Owen Chapman** of Medina, TN, recently retired after serving 30 years in the Medina School System.

1956

**Mary Frances Davis Reed** of Ottumwa, IA, keeps busy as a YMCA board member, taking art lessons, playing bridge, collecting antiques (hoping to open her own shop soon) and serving as president of the area chapter for ostomates. She still finds time to camp with her husband and to enjoy their grandson, Brent.

1957

**Cynthia Coatsworth Gilman** of Chadron, NB, is teaching first grade in Chadron, and loves having a classroom of children "who are shorter than I am." Her husband, Don, is pursuing a graduate degree in counseling and guidance while their son, Scott, attends Hastings College. Her daughter, Lisa, presented her parents with their first grandchild recently.

1959

**Martha Layne Hall Collins** of Frankfort, KY, is the country's only woman governor, having been elected to Kentucky's top state office in last fall's election.

1961

**Jo Ann Barnes Espey** of Austin, TX, would love to hear from those who lived on the first floor of Irwin Hall in 1957-58. She and her husband, who runs his own consulting firm, have two daughters and a son.

1964

**Karen Johnson Vahl** of Seward, NB, and her husband, Ron, took their sons - Chris, 9, and Corey, 6 - to Hong Kong for a year while Ron taught at Concordia Theological Seminary in Kowloon. Karen taught English to Chinese children during their stay.

**Karen Fasoldt Holtkamp** of Cleveland Heights, OH, is a concert artist manager. She spoke recently to arts management students in a Lindenwood class taught by music professor Groff Bittner.

1965

**Suzanne Mitchell** of Dallas, TX, has served as vice-president and director of the Dallas Cowboys Cheerleaders, Inc., for the past eight years. A book, *A Decade of Dreams*, was published recently by Taylor Publishing Co. of Dallas. Written by Mary Candace Evans, the book devotes several pages of copy and photos to Suzanne's instrumental work with the Dallas Cowboys Cheerleaders.

1966

**Mary Hughes Johnson** of Florissant, MO, received a master's degree in library science recently. She serves as assistant librarian at the Missouri Institute of Psychiatry.

1967

**Barbara Hughes Blackmore** of Homeland, IL, recently completed an associate program in floraculture. She tutors students in math and does free-lance landscaping.

**Jane Calvert Rogers** of Arlington Heights, IL, has been named Director of Market Research for Technical Publishing, a Dun & Bradstreet company, in Barrington, IL.

1968

**Pamela Szabo Bedford** of Chrystal Lake, IL, just completed her second year with the Chicago Dance Medium. Specializing in modern dance and jazz, she has served on the faculties of several high schools and colleges.

1969

**Jill Simmons Graff** of Austin, TX, is a CPA in Austin. She is interested in talking with Lindenwood alumni in the area and can be reached at 1717 Deerfield Dr., Austin, TX 78741.

**Marla Dill Brown** of Lake Oswego, OR, class secretary, reports that an improved economy has brightened the picture for her architect husband and for their gift shop which specializes in animal motif gifts - "lots of Teddy bears." (Apologies to Marla for an incorrect address published recently - her correct address is 4355 Haven St., Lake Oswego, OR 97034.)

**Vicki Lea Shelton** of Port Townsend, WA, is a trustee for the Port Townsend Public Library and chairman of the Washington Library Trustee Association. She reports that she is trying to increase public awareness of libraries and the education of trustees.

**Gail Philbrick Minke** of Lexington, KY, lost 150 pounds due to recent surgery. She sells Mary Kay cosmetics while caring for her husband and their two sons. Her address is 3265 Tisdale Dr., Lexington, KY 40503.

**Gwen Davis Lewis** of Centreville, VA, serves as an engineer for HBC in Washington, DC. Her address is 14807 Woodhome, Centreville, VA 22020.

1970

**Jean Mackiewicz Fleege** of Pensacola, FL, and her husband, Bob, have two children, Andrew, 3, and Lindsay, 2.

1973

**Nancy Jane Johnson** of Brandon, FL, recently received an MBA degree from Northeast Missouri State University.

1975

**Jenice Prather Stewart** of Tuscaloosa, AL, serves as an assistant professor of accounting at the University of Missouri-Columbia.

**The Rev. Liza Spangler**, an Episcopal priest, is studying to be a lawyer at Willamette University in Salem, OR.

1978

**Karen Plackmeyer Vail** of St. Charles is a speech and language pathologist employed by the Ft. Zumwalt School District. She also has a private practice.

1979

**Peter W. Bezemes** of Saugus, MA, is working on a four-hour film special for American Playhouse, entitled "Concealed Enemies." He is a graduate of Boston University's School of Public Communications.

**Suzanne Glenzy** of St. Louis has been named women's buyer for Boyd's, Inc., a major clothing store.

1980

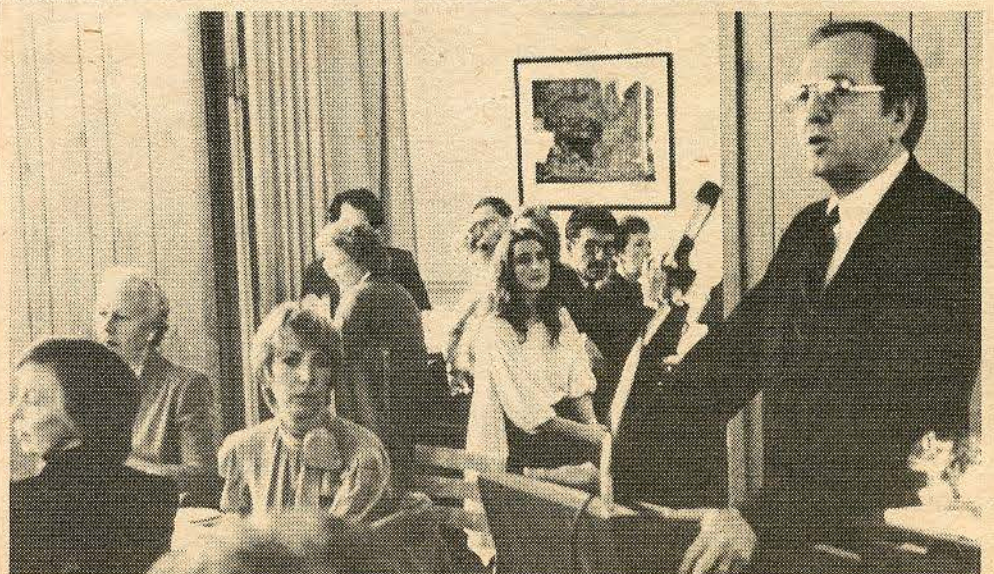
**Nancy Siemer** of Fredericksburg, VA, is a news reporter with WFLS AM-FM Radio. She is working towards a master's degree in liberal studies at Mary Washington College.

**Barbara Koenig** of St. Charles, has been named corporate sales manager in charge of corporate business for Clarion Hotel, St. Louis' largest hotel complex.

**Sally Stout** of Kirkwood, MO, serves as an audiovisual writer and producer for Maritz Co. in nearby Fenton.

1982

**Carla Stuhler** of St. Charles, has been named director of personnel for the Chase Park Plaza Hotel in St. Louis.



**PRESIDENTIAL WELCOME** — President James I. Spainhower officially welcomes Lindenwood alumni who attended the annual Alumni Reunion Luncheon held during Alumni Reunion Weekend last fall. Honored classes were presented with gifts, including pewter platters, college stationery and prints of Sibley Hall. Entertainment was provided by students in the Performing Arts Dept. More than 100 alumni attended the event (see related story and photo on page 8).



# Scholarships Donated to KETC-TV

Tuition scholarships of \$1,500 and \$500 are being donated by Lindenwood College to KETC-TV, Channel 9, for the public television station's annual fund-raising auction, scheduled April 27 through May 6.

Arranged for donation by the Lindenwood College for Individualized Education (LCIE) and the Public Relations Office, the two scholarships are available for the fall semester for undergraduate or graduate studies in LCIE. The larger scholarship will provide full tuition for the LCIE's 13-week trimester of individualized study, while the \$500 scholarship can be used to offset tuition in the program designed for working adults.

The scholarship awards to KETC-TV will result in free print and broadcast publicity and on-air exposure about Lindenwood College and the LCIE program during the 10-day auction, said Randy L. Wallick, director of the Public Relations Office.

"A 30-second videotape that will promote the college is being produced by Channel 9. It will feature an interview with President James I. Spainhower, and it will be shown a minimum of six times during the fund-raising auction. In addition, several on-air announcements about Lindenwood College will be made during the prime-time broadcast," Wallick said.

As part of the arrangement between the college and the television station, free advertising space is provided in the April issue of DIAL, a monthly magazine with a circulation of more than 180,000

that is sent to all subscribers of Channel 9, he added.

Channel 9 is a community-owned, noncommercial public television station with a primary radius coverage of 70 miles and extensive cable coverage in outstate Missouri and Illinois. Founded in 1954, the television station has an estimated weekly audience of 1.2 million viewers.

The public television station relies heavily on tax-deductible contributions and underwriting

to meet its programming, operational and equipment needs. The annual community auction, featuring celebrities, volunteers, community leaders and thousands of donors like Lindenwood College, is Channel 9's largest and most important fund-raising project.

More than 1 million viewers are expected to watch all or part of the 10-day auction, which will be aired from 6 p.m. to midnight. Lindenwood College's

scholarship awards will be displayed on screen as a

celebrity auctioneer describes them and informs viewers about the St. Charles-based institution.

In its first-year of affiliation with KETC-TV, Lindenwood College joins thousands of other major institutions, businesses, corporations and foundations in the metropolitan area that are showing their support for public television and the community.

## Commission Named To Plan Area-Wide Sports Event

KMOX Radio personalities Dan Dierdorf, former offensive lineman for the Football Cardinals, and Jack Buck, sports director for the CBS affiliate, have been appointed to the Lindenwood College Sports Commission, a 10-member group that will plan an area-wide sports festival this fall at the St. Charles-based institution.

Other civic and business leaders named to the commission include Robert F. Hyland, general manager of KMOX-AM and KHTR-FM Radio and regional vice-president of CBS, Inc.; Henry J. Elmendorf, secretary-treasurer of Jim Meager's Motor Co., St. Charles; Walter L. Metcalfe, Jr., an attorney at Bryan, Cave, McPheeters & McRoberts, St. Louis; John C. Hannegan, an attorney and partner at Hannegan, Knight, Stokes, Moerschel, Schoeneberg & Weber, St. Charles; and Frank Young, chief

of the St. Charles Police Dept.

Lindenwood College representatives serving on the commission are President James I. Spainhower, commission chairman; Marilyn Morris, assistant director of admissions; and Randy L. Wallick, public relations director.

The commission is charged with planning a 10-week sports festival this fall that will feature high school and college football and soccer competition as well as marching band performances. Lindenwood College also will host a collegiate men and women's soccer tournament in early September that will feature teams from leading colleges and universities throughout the midwest.

According to commission members, efforts currently are under way with high schools in the metropolitan St. Louis area to schedule football and soccer games at the college. An effort also is being made to schedule one or two collegiate football games at Lindenwood as part of

the 10-week sports festival.

Coaches of teams participating in the Lindenwood Sports Festival will be named ex-officio members of the Lindenwood College Sports Commission.

A specific timetable for the fall sports festival and a schedule of competing schools and matches are expected to be finalized by commission members within the next few weeks.

The festival is expected to be an annual event each fall that will attract up to 75,000 persons to the Lindenwood College campus.

## Coeds Awarded PR Internships

Laura A. Flagg, a junior from St. Louis County, and Judy A. Peters, a senior from St. Charles, have been selected for a new internship program in Lindenwood's Public Relations Office.

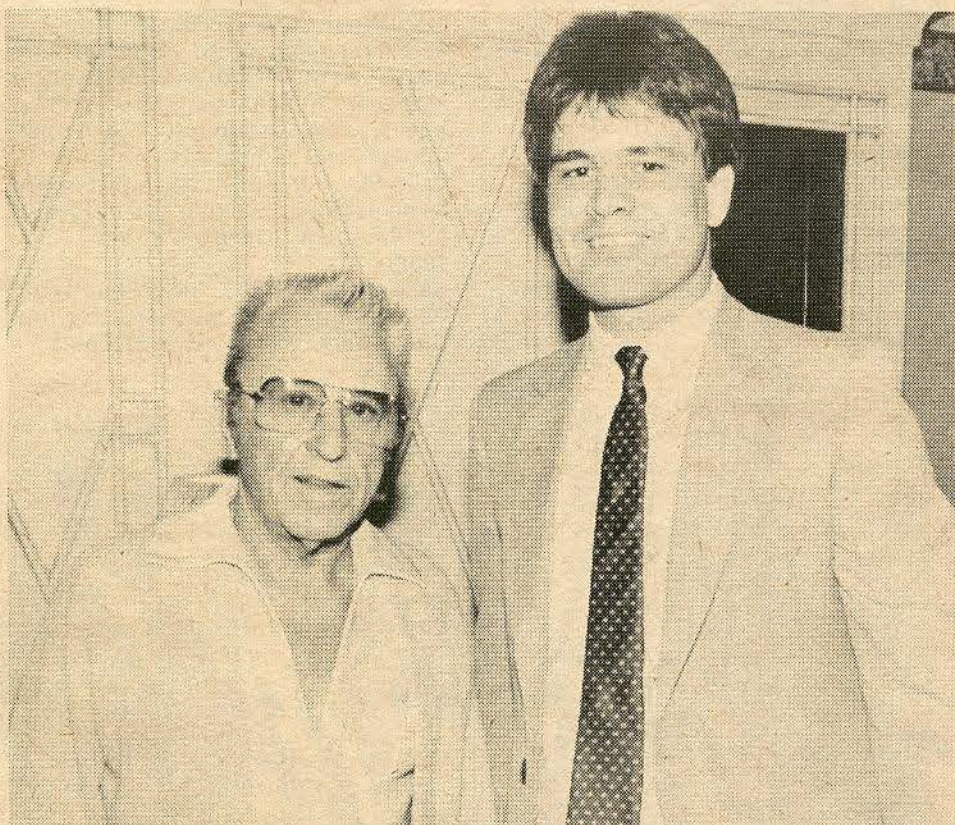
Expected to be offered each semester, the program provides between three and six hours of academic credit to students majoring in mass communications or public relations.

Under the direction of Randy L. Wallick, public relations director for Lindenwood, the internship program will involve students in various aspects of communications, public relations, marketing, advertising and fund-raising endeavors with actual "hands-on experiences."

Expecting to graduate in May, 1985, with a degree in mass communications, Miss Flagg has attended the University of Missouri - Columbia and holds an associate degree in communications from St. Louis Community College at Florissant Valley.

Mrs. Peters, who will graduate in May with a bachelor's degree in communications, has served as a reporter/writer and assistant director of news for KTVI-TV in St. Louis and as news director for Lindenwood's community radio station, KCLC-FM.

The new public relations program is one of several educational opportunities being implemented this year by the college as part of expanded services of the college's Public Relations Office.



**LONESOME GEORGE** — Kevin G. Aandahl, right, had the opportunity to meet television and stage star George Gobel for a recent class project in the Lindenwood College for Individualized Education (LCIE). Aandahl, who graduates in May with a bachelor's degree in mass communications, interviewed Gobel for the LCIE course, "Video Production." The interview, conducted while Gobel was appearing at the West Port Playhouse in St. Louis, resulted in a 30-minute film which recently aired on local cable television. The course, offering 10 hours of credit, applies actual "hands-on" experience and covers all aspects of video production. It is taught by Peter Carlos, a free-lance producer and director and LCIE adjunct faculty member.

## President Appointed

Lindenwood College President James I. Spainhower has received a three-year appointment to the board of directors of the National Center for Higher Education Management Systems (NCHEMS).

A Boulder, CO-based nonprofit organization, the NCHEMS was founded in 1969 to develop management information systems for colleges and universities to help them improve their management capability.

In accepting the appointment, Spainhower said the NCHEMS "provides a unique opportunity for friends of education to contribute to a single organization and thereby help large numbers of institutions with common problems as well as individual colleges and universities with special problems."

The NCHEMS is financed primarily by the National Institute of Education and other federal agencies.

Spainhower will attend his first meeting of the 12-member board of directors in Boulder in August.



# Education Breeds Leadership Success

(Editor's Note: As part of Lindenwood College's increased communications activities for its Renaissance Leadership campaign, the *LINDEN WORD* begins a series of feature stories on some of the college's distinguished alumni leaders. The first outstanding leader chosen is Jeannie Chappell, a 1968 Lindenwood alumna who, for nearly six years, has had her own fashion public-relations company in New York City. Chappell was featured in a two-page, color pictorial on fashion wardrobe that appeared in the September, 1983, issue of *WORKING WOMAN* magazine, a New York City-based national publication with a circulation of more than 300,000. The magazine article prompted a feature story on Chappell written by Mary Ann Mazenko, fashion and features editor of the *ALTON* (IL)

*TELEGRAPH*, that appeared in a recent issue of the 37,000-circulation daily. Appreciation is conveyed to *WORKING WOMEN*, Mazenko and the *ALTON TELEGRAPH* for permission to reprint the following article and photos on one of Lindenwood's distinguished alumni leaders.

After selecting Chappell for the first feature, she wrote, "I'm so glad that you realize how important it is for women to be recognized as leaders in so many areas - that is just what *WORKING WOMAN* is trying to accomplish. I think this magazine is doing a job that has had a void for too long. Other qualified graduates should be represented also in national publications. Hopefully, this will inspire fellow students and give a big thanks to the faculty at Lindenwood."

by MARY ANN MAZENKO

New Yorker Jeanne Chappell chuckled at the idea she's become famous overnight.

"So far, only my aerobics teacher, dry cleaners and newstand man think I'm famous," said the former Jerseyville, IL, woman who was the subject of a recent two-page fashion spread in *Working Woman* magazine.

She tosses off her new found notoriety with aplomb and with the charisma that got her where she is today - a 35-year-old woman heading her own public relations firm in New York City - and loving every minute of it.

Miss Chappell, the daughter of Mr. and Mrs. Albert Chappell of Godfrey, IL, has headed her own firm for five years, working primarily in the fashion field.

Hard work took her up the fashion ladder. She did advertising, public relations and sales promotion for the Kreisler fashion group, acting as liaison between wholesalers, designers and manufacturers.

Part of her job was hobnobbing with stars such as Shirley MacLaine, Diane Keaton and Goldie Hawn. "I did personal

orders for them. Many stars come into fashion groups and buy wholesale. You spend a day in a warehouse with them and you're exhausted," she said.

It was fun, though, she added. "Goldie Hawn is fabulous. She's the best, she's great. Shirley MacLaine is funny and intelligent. I even met Robert Redford, who brought his daughters in. He was very shy."

One of the moments she remembers most was meeting former first lady Betty Ford, of whom she felt in awe. "She was very elegant, very lovely. I was used to working with celebrities and was never shy. But with Mrs. Ford, I stammered and blushed, as did my boss - I guess because she was on such a nice pedestal."

She also was entranced with actor Vincent Price. "Is he gorgeous! He's elegant and suave."

Miss Chappell was born and raised in Jerseyville and attended Lindenwood, where she majored in psychology and math. "At that time, we didn't have retailing and fashion courses, but Lindenwood was fabulous.

There were girls from all over. I knew all my teachers and those are the people I remember today."

She struck off on her own shortly after graduation, and she succeeded in a field where many never gain a toehold.

"I knew I wanted to work and go to a city - to see another part of the world, to see if I was any good. I always had the support of my parents, but there was nothing to work at in Jerseyville."

First she headed for San Francisco with her sister Judy, but it wasn't for her. "In San Francisco, they put women at the bottom of the scale. After a year, I knew San Francisco wasn't my niche."

Her sister was leaving California for a job at an elegant Lake George, NY, restaurant and Jeanne went along. "I found a job in an Italian restaurant as a waitress. It was as sleazy as anything, but I ended up making so much money my sister Judy and her friends left their jobs at the fancy restaurant and came to work where I did."

During this period, she decided New York City was where she really wanted to be. "I walked all day to find an apartment, but I loved New York the first time I laid eyes on it."

She first worked for a law firm as a clerk. "And I hated it. I felt from what I had learned at Lindenwood that women could do anything. I met a guy who worked for a hosiery company and he suggested I interview for a sales manager's job. I did, and got it. Then I applied for a public relations job and got it, too."

In her next step up the fashion ladder, she got a job with the large Jack Winter firm as public relations director. After that, she went with the Kreisler Group, a large fashion group that handled well-known designers such as Clovis Ruffin, Ralph Lauren, Malcolm Starr, Albert Capraro and McMullen.

"I ended up doing the public relations and sales promotion for all of them. It was total prestige and exquisite clothes. There was never male-female prejudice in the fashion industry," she said, comparing the New York City business with her experience in San Francisco. "I worked as hard as I could. I always had a taste for fashion. I learned it from my mother," she said.

She worked with editors across the country as well as the staff of *Vogue*, *Mademoiselle*, *Glamour*, *The New York Times*, *Harper's* and other prestigious publications. She also produced fashion shows and traveled with Ralph Lauren. "It was a fabulous experience," she reminisced. "Ralph is an unbelievable gentleman, and Albert Capraro is a lovely person."

"When you're working with that many people your mind has to go in a million different directions. The Kreisler Group had four floors, with different

designers on each floor. Once I had three fashion shows in one day, so I wore a Clovis dress for one, changed to a different designer's outfit for lunch, and a third for evening. All I did was change clothes!"

Three years later, she decided to go into business for herself. "After working yourself to death, everyone thinks public relations people just go to lunch. It's fun, but it's a lot of work. When you're a publicist, you have to put your own personality aside."

Miss Chappell said she is a perfectionist, and credits that trait for her success. Her dynamic drive is also a factor. "I only stay in a job long enough to get slightly bored. I was 29 and getting restless, so at 30, I opened my own company. I had three accounts in three weeks and everyone thought I was rich!"

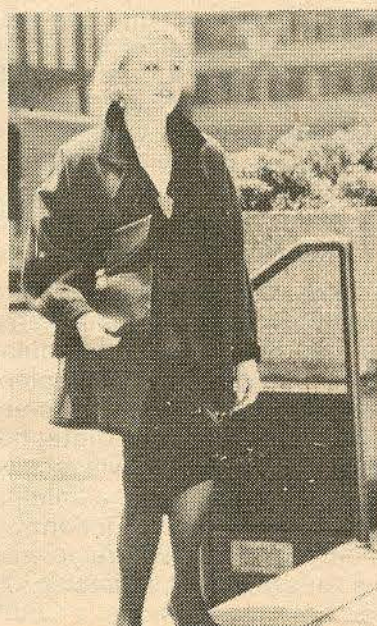
"It's been an unbelievable experience. There have been lean years. It's been up and down. You're really on your own and have to take total initiative," she said.

She works with editors, designers and wholesalers. She was chosen by the editor of *Working Woman* for the article, she said, because the editor "has always liked the way I dress. I'm obviously successful, and I'm respected for what I do."

She is proud of where she is, and of having the gumption to get there. "It's having a dream of something else - knowing there's something else out there, and the challenge of finding out what it is."

Even though she loves what she's doing now, "five years from now, I might be doing something different - you have to keep growing."

She encouraged other women to try for what they really want to do. "The thing is, you can always go home. Just don't NOT do something because you're afraid. Have your own personality coming through. Be yourself."



**A LINDENWOOD LEADER** — *WORKING WOMAN* magazine selected Jeannie Chappell of New York City, a public relations practitioner and Lindenwood alumna, as an example of a woman whose business wardrobe reflects coordination, compatibility and comfort. Whether hailing a taxicab on Fifth Avenue, left, or meeting luncheon clients, right, she reflects the leadership in career and lifestyle that is typical of Lindenwood graduates.

## Don't Pitch, Pass It!

Doing your spring housecleaning and wondering what to do with your Lindenwood College memorabilia?

Don't pitch it - pass it along to the college's archives in Butler Library on campus.

Archivist Mary E. Ambler and her assistant, Dorothy Ordelheide, will appreciate receiving old dance programs, photographs, publications, graduation listings, etc.

Make sure that all materials are labeled with correct information and dates, including the identification of people in photographs.

Information and materials can be sent to Mary Ambler, c/o Butler Library, Lindenwood College, St. Charles, MO 63301.



# people & places



Lewien



Fleming

**Janet Lewien**, former director of Lindenwood's Work Service Program, has been named executive director of the Career Productivity Institute, a national center at Lindenwood College that promotes societal values, skill performances and work preparation for productivity growth. A staff member since 1982, she has an associate arts degree from San Bernardino College in California and currently is pursuing her bachelor's degree, majoring in communications, at Lindenwood.

**Deborah Cantarero**, former translator and editor at Duke University's Translation Service, has been named adjunct assistant professor of French in the Modern Language Dept. A graduate of the Universite de Rouen in France, she holds B.A., M.A. and Ph.D. degrees in French from the University of Iowa.

**Alan H. Shiller**, assistant professor of speech in the Communications Dept., recently received the "Outstanding Young Educator Award" from the St. Charles Jaycees. Shiller, a member of the Lindenwood faculty since 1980, was honored with the award during a community banquet hosted by the Jaycees.

**Candy Carlton**, secretary to the president, has been named Coordinator for Campus Religious Life, a new position to enable students to find religious expression among others who share similar views. In the capacity, she will report to the Dean of College Life and serve as a member of the Administrative Campus Life Committee.

**Janet L. Zak**, former resident assistant and activities director at Maryville College, has been appointed director of student activities. She is a 1983 graduate of Maryville with a bachelor's degree in education.

"Family Reunion," by **N. Jean Fields** of the Lindenwood faculty, is the title of a chapter in the third edition of *The Popular Culture Reader*, an anthology of readings published recently by Bowling Green University Popular Press. The chapter is found in the book's "Popular Rituals" section and is a personal essay on Ms. Fields' family reunions which have taken place for nearly 100 years. An 18-year member of the Lindenwood faculty, she is an associate professor of English and mass communications.

**Nancy P. Fleming**, former director of the Illini Women's Ensemble and the University Chorus at the University of Illinois in Urbana, has been named assistant professor of choral music and director of the Madrigal Singers and Women's Ensemble. A 1972 graduate of Mount Holyoke College, she has a master's degree in choral music from Westminster Choir College.

**Richard J. Ketchum**, former visiting professor at the University of Missouri-St. Louis, has been named adjunct assistant professor of philosophy. He is a 1963 graduate of Beloit College and holds a Ph.D. degree from the University of Pennsylvania.

**Jim Wong**, former vice-president of Montgomery Associates in St. Louis, has been named professor of business administration. A 1962 graduate of Ohio University, he has a master's degree in finance from Case Western Reserve University and a Ph.D. degree in business organization from Ohio State University.

**Alan B. Cady**, former biology and zoology instructor at the University of Tennessee, has been named adjunct assistant professor of biology. A 1976 graduate of Syracuse University, he holds an M.S. degree in zoology from Ohio University.

**Miriam King-Watts** of St. Charles, former director of adult admissions, has been named Dean of Admissions. She joined the administrative staff in 1976 as assistant director of admissions for the LCIE and, in 1980, was named director. She is a 1966 graduate of Pennsylvania State University and holds a master's degree from Lindenwood, graduating in 1982 with a major in adult studies and an emphasis in educational/career counseling.

**Howard A. Barnett**, Ph.D., professor and chairman of the English Department, recently participated in a workshop at the Conference on Classical Rhetoric & the Teaching of Freshman Composition, held in Washington, DC. The workshop developed teaching materials which incorporated approaches of classical rhetoric in contemporary writing classes. The trip was underwritten by the Catholic University of America and the National Endowment for the Humanities, sponsors of the event.

Shortly before his death last summer, the **Rev. C. Eugene Conover**, professor emeritus of philosophy and religion, requested that his robe, hood and cap be given to the college for use by visiting dignitaries at special occasions. Recently, they were delivered by his widow, Christine. The Rev. Conover, former dean of the Lindenwood College Chapel, died Aug. 5, 1983, at the age of 79.

**Denise A. Bergrowicz** of St. Charles, a 1983 graduate of Lindenwood, took recent fifth-place honors in the St. Louis Marathon. She was one of about 1,500 runners in the 12th annual event, and she recorded a time of 3:03:49 to secure a top spot in the Women's Open Division in the 26-mile, 385-foot event. A first-time entrant in the race was **Duane K. France**, chief of Lindenwood security, who recorded a time of 4:54:0 in the Men's Open Division. The marathon took place in 33-degree temperatures and stretched through downtown and south St. Louis.

**Janet K. Brakensiek**, a recent graduate of Maryville College, has been named head resident of Irwin Hall. The former assistant teacher at Clayton Child Care Center, she holds a bachelor's degree in elementary education and was active in resident hall and peer advising activities at Maryville.

**Elizabeth M. Ammann**, former instructor at Patricia Steven Career College in St. Louis, has been named assistant professor of business administration and fashion marketing. A 1977 graduate of Southern Illinois University (SIU-Carbondale), she holds an M.B.A. from SIU-Edwardsville.

**L. Rao Ayyaggari**, former chemistry instructor at Belleville Area College, has been appointed assistant professor of biology. He has bachelor's and master's degrees in biochemistry from Bombay University in India and M.S. and Ph.D. degrees from Loyola University Medical School.

**Jeanette M. Harbison** of St. Charles has been appointed to the Business Office, handling accounts payable and some personnel functions. She has attended Florissant Valley Community College.

**Betsy A. Huls**, former secretary to the Vice-President for Institutional Development, has been named Loan Officer at Lindenwood College. A staff member since 1982, she will report to **Lawrence E. Elam**, vice president for finance, and will process and handle federal student loan applications under the National Defense Student Loan Program.

**James D. Thompson**, former admissions counselor, has been appointed major funds coordinator in the Office of Development. Former district legal accounts representative for Dictaphone Corp in St. Louis, he will receive a degree in business administration this month from Lindenwood. Thompson is a 1979 recipient of the Outstanding Leadership Citation from the President's Council and past president of the Lindenwood Business Clubs Association and chairman of the College Judicial Board.

*Trova*, a video documentary by **Peter Carlos** and **James Scott**, was nominated for the recent St. Louis television Emmy awards. The program's producer, Carlos,

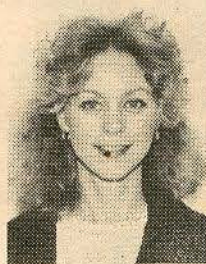
is an LCIE faculty member who teaches video production and communication, while Scott, the writer and director, is chairman of the English Dept. at St. Louis University. The 50-minute documentary features the career and works of the internationally-recognized painter and sculptor, Ernest Trova of St. Louis.

**Michael Castro**, Ph.D., LCIE faculty advisor, is the author of *Interpreting the Indian: 20th Century Poets and the Native American*, published last month by the University of New Mexico Press. The 224-page book is an unusual work of literary and cultural history that examines the mystique of longing to be Indian as a major tradition in American poetry.

**Jane R. McLaughlin** of St. Charles has been named adjunct reference librarian at Butler Library. Mrs. McLaughlin is a 1972 graduate of the University of Missouri-Columbia and, in 1975, received a master's degree in library science from the institution. She formerly served as a professional librarian at Lindenwood from 1980-81.

**Eugene J. Kirk** of Shrewsbury, Mo., has been named assistant professor and faculty advisor in business administration for the LCIE. A 1956 graduate of Principia College, he holds a master's degree in business administration from Washington University and a Ph.D. degree from the University of Missouri-Columbia.

**Gene Goldstein** of Creve Coeur, Mo., manager of the college's Book Store, has been named director of auxiliary services. In the new position, he will continue his current capacity and also will handle food service operations, the management of the Student Center in Nicolls Hall and housing. Goldstein joined the college in 1981.



Roark



Cox

**Teresa K. Roark** of Maryland Heights and **C. Wayne Cox, Jr.**, of St. Charles have been appointed as counselors in the college's Admissions Office. Educated at the University of Missouri-Columbia and Penn Valley Community College in Kansas City, Mrs. Roark served as head resident of McCluer Hall from 1978-80. Cox holds associate degrees in liberal arts and mortuary science from St. Louis Community College and is scheduled to graduate from Lindenwood in May with a bachelor's degree, majoring in sociology and anthropology.



## National Recognition!

A description of Lindenwood College's preschool and kindergarten program for gifted children appeared in a recent issue of *Instructor Magazine*, a national publication circulated each month to elementary classroom teachers and supervisors.

The article quoted Nancy Polette of O'Fallon, assistant professor of education at Lindenwood College and director of the Campus Lab School for gifted children ages three through five.

"In the United States, Lindenwood's program is unique," she states, "because it is one of the very few preschool gifted programs that stresses integration of the arts and content areas as well as the development of higher level thinking skills."

The Campus Lab School seeks to develop foundations of

learning and social growth for each individual child. With children encouraged to develop at their own rates, informal and formal readiness activities as well as play periods create a well-rounded program that is unique, Mrs. Polette said.

The school also provides Lindenwood College students with the opportunity to observe early childhood development and current practices in early childhood education. Some students work directly with children under the supervision of the Campus Lab School staff and Lindenwood College faculty members, bringing their own special talents and skills to the classroom, she added.

Founded in 1891, the Dansville, NY-based *Instructor Magazine* has a circulation of more than 300,000 each month.



**HOLIDAY GIFT TO COMMUNITY** — The beautiful and historic Lindenwood College campus was decorated for the first time in many years during the recent holiday season as a gift to the St. Charles community. The institution also held its first "Lindenwood Christmas Walk" which attracted several hundred community residents. Held on a Sunday afternoon prior to the Performing Arts Department's production of Charles Dickens' classic, "A Christmas Carol," the walk featured brief stops at decorated sites on campus. It also featured caroling by the Lindenwood College Women's Ensemble, arrangements by the Lindenwood Brass Quintet and a 25-foot Lindenwood Christmas tree in the foyer of Butler Library. Lindenwood College hopes to add more decorations each year and make the walk an annual event for the St. Charles area community.

## 1984 Homecoming Set

by ESTHER FENNING

Last year's Alumni Reunion Weekend is history. It was such a well-attended and enjoyable weekend for all who attended that it left us inspired and determined to make this fall's event even better!

Plans are under way for the 1984 reunion, which is scheduled October 5-7 on campus.

Joanne O'Keefe, president of the St. Louis - Lindenwood Alumni Club and chairman for the 1984 Alumni Reunion Weekend, recently met with faculty and staff representatives to discuss the scheduling and coordinating of events for the fall event.

This year's event will be held in conjunction with Lindenwood College's Homecoming. Tentative events for the combined weekend celebration include a parade, sporting events, an alumni art show, a student / alumni barbeque, business meetings, faculty programs and the annual Alumni Dinner featuring entertainment by students in the college's Department of Performing Arts.

Classes to be honored at the October event include those who

graduated in years ending in four and nine.

A number of contact persons are needed to contact members of their respective classes.

"The procedure is simple," O'Keefe said. "The class contact person will write a personal letter which will be typeset, duplicated and mailed by Lindenwood College. The class contact person also will be sent a listing of names of alumni in her/his area and will be asked to contact these individuals, inviting them to attend the 1984 event and to contact others offering them similar invitations. Those from other areas who wish to contact alumni may do so," O'Keefe said.

Persons interested in volunteering their time and efforts for this year's reunion are asked to contact the Alumni Affairs Office at Lindenwood College or call Esther Fenning at (314) 946-6912, extension #317.

If we all pitch in and do some advanced work, we can make Lindenwood College's 1984 Alumni Reunion Weekend & Homecoming the biggest and best ever!



**APPETIZING AUTUMN AFFAIR** - Lindenwood College alumni and faculty members take part in an outdoor western barbeque dinner during last fall's annual Alumni Reunion Weekend. One of the most successful and well-attended events in recent history, the three-day reunion attracted more than 100 alumni from throughout the country. Complete with participants donned in western attire, the barbeque featured hoedown music and a hayride following dinner.

## President's Commentary on Statewide Network

Child abuse in Missouri and higher education are subjects addressed by Lindenwood College President James I. Spainhower that recently were broadcast on radio stations throughout Missouri.

The two-minute commentaries were produced by MissouriNet, a Jefferson City-based programming network that serves more than 105 non-metropolitan areas of Missouri. Part of MissouriNet's "Point of View" series, the broadcasts are being aired on 13 affiliates of MissouriNet, reaching an estimated audience of several hundred thousand listeners.

In addition to his obvious role as the president of a higher education institution, Spainhower is a former state legislator and treasurer who recently was appointed chairman of the newly-organized Children's Trust Fund Board. Created earlier this year by the Missouri Assembly, the 14-member board will receive contributions, mainly through state-related tax donations, that will be used to create educational and public service programs designed to prevent child abuse and neglect.

"Several studies have indicated that children who are abused often become abusive parents, resulting in a continuous cycle from generation to generation," Spainhower told MissouriNet. "We believe, however, that through the programs that will be funded through the Children's Trust Fund, this terrible cycle may be broken," he added.

Money which accumulates in

the fund will be used for community-based programs to educate the public on the causes of child abuse and on the necessary steps which can be taken to prevent future incidents of abuse or neglect in Missouri, Spainhower said.

Regarding higher education, Spainhower pointed to some of the reasons for a lack of quality education in America's schools, saying "... as a nation, we have committed too few of our dollars to educating our young."

MissouriNet's "Point of View" is a weekly series of commentaries on social, economic, political and educational concerns that affect Missouri residents. The series features outstanding leaders representing broad segments of society and varied fields of expertise.

Lindenwood  
College  
Spring  
1984

Commencement  
10 a.m.  
May 12, 1984  
St. Charles  
Campus



# College Begins CFP Program

Lindenwood College and the College for Financial Planning, a Denver, CO-based nonprofit educational institution, have entered into a cooperative educational program for training, testing and certification that leads to the professional designation, Certified Financial Planner (CFP).

The joint arrangement enables Lindenwood College to be the only institution in the area that offers courses that assist in preparing students for CFP certification, according to Robert W. King, associate professor and acting chairman of Lindenwood's Business Administration Dept.

"Although the program has

particular appeal to such professionals as certified public accountants, lawyers, chartered life underwriters and bank employees, it also has wide appeal to others because of the current deregulation of the financial industry," King said.

Under the joint arrangement, Lindenwood offers courses approved by the College for Financial Planning that assist students in preparing for the CFP examination. Course offerings at the St. Charles campus include "Introduction to Financial Planning," "Risk Management," "Investments," "Tax Planning & Management," "Retirement" and "Estate Planning."

Upon completion of the 18 credit hours of instruction, students enroll in the College for Financial Planning for further study and a series of examinations that, if passed, lead to the CFP certification.

The CFP is a member of a profession dedicated to serving the financial needs of individuals, families and businesses. The CFP's area of expertise is in analyzing needs and prudently arranging overall financial plans rather than in promoting individual financial products or services, college officials state.

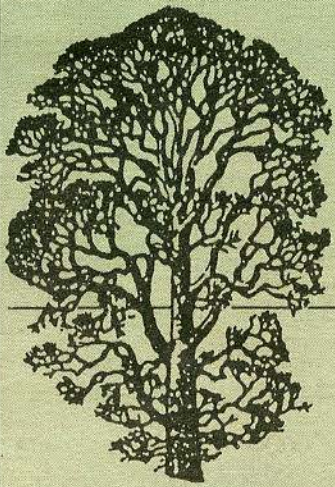
"The CFP Program trains the candidate to recognize problems and to recommend and implement solutions over a broad

range of financial circumstances. He or she also may develop areas of special expertise in such fields as investments, tax planning, estate planning and retirement benefits," they add.

The CFP Program has been approved by the American Council on Education. Since its inception in 1972, the College for Financial Planning has tested and certified nearly 5,000 persons, primarily in such employment areas as stockbrokerage, insurance, banking, accounting and law. In addition, more than 12,000 candidates currently are enrolled and pursuing the CFP designation at college facilities and colleges and universities throughout the country.

After successful completion of the program and CFP certification, individuals must adhere to a professional code of ethics and continuing education guidelines established by the College for Financial Planning.

For further information on the CFP Program, contact Marilyn Leach at Lindenwood College's Business Administration Dept., (314) 946-6912, extension #266.



You may know  
a student who will  
qualify for a

## Lindenwood College Leadership Scholarship \$4,000 value

A student may qualify if he/she has maintained an above average academic record (minimum 2.5 cumulative G.P.A. on a 4.0 scale) and acceptable test scores and has established a record of achievement through participation and leadership in school activities and/or service to community or church.

Leadership Scholarships are awarded to students who: meet the admissions criteria of Lindenwood College; can benefit from Lindenwood's academic programs; will be a resident on campus; and will contribute four hours a week in service to the college as a student ambassador or in other positions.

A scholarship has a maximum value of \$1,000 per year and is renewable for students who continue to qualify. Candidates also may qualify for other institutional scholarships, state and/or federal financial assistance.

### NOMINATION

I wish to nominate: NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_ DATE OF HIGH SCHOOL GRADUATION \_\_\_\_\_

HIGH SCHOOL/COLLEGE \_\_\_\_\_ ACADEMIC AREA OF INTEREST \_\_\_\_\_

Nominator: SIGNATURE \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

EMPLOYER \_\_\_\_\_

Mail to: Admissions Office, Lindenwood College, St. Charles, Missouri 63301

## Scholarship Established

The St. Charles Rotary Club recently established a full tuition scholarship for an incoming freshman at Lindenwood College in memory of the Rev. C. Eugene Conover, Lindenwood professor emeritus who died Aug. 5, 1983, at the age of 79.

According to Raymond E. Botz, club president, the recipient should be a freshman in true financial need who resides in St. Charles County and who applies for the fall, 1984, semester at Lindenwood.

"Ideally, the student should have an interest in pursuing studies in philosophy, art or the humanities, in conformance with Dr. Conover's lifelong commitment to higher learning," he added.

The Rotary Club Scholarship Committee will choose the individual to receive the award, valued at \$4,600, based upon recommendations of Lindenwood College's Financial Aid Office.

The Rev. Conover was an ordained minister in the Presbyterian Church and professor of philosophy and religion from 1948-70 at Lindenwood College. Active within his profession and community, he also served as dean of the Lindenwood College Chapel at St. Charles Presbyterian Church from 1960-70.

The Rev. Conover was a past president of the St. Charles Rotary Club and was active in the organization until the time of his death.

For further information and application procedures for the Gene Conover Scholarship at Lindenwood College, contact the Financial Aid Office at 946-6912, extension #364.