

## For Productivity Agreement Made with GM

A cooperative educational agreement has been made between the General Motors Assembly Division (GMAD) plant in Wentzville and the Lindenwood Colleges that will provide academic credit and instruction at the new facility.

The joint agreement is designed to increase the skills of GMAD workers by providing nearly 20 credit hours of instruction by GM management personnel and Lindenwood faculty members. Lindenwood will provide 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 will supplement the GM training courses at GMAD-Wentzville by offering instruction in courses of human behavior management, communications, business simulation and data processing/computer science. These courses will emphasize such basic skills as written communications, human relations, math reasoning and critical thinking.

According to recent national surveys, basic skills are

key employee attributes that employers, including GM officials, are looking for in today's job market.

"We seek people who are better able to write, speak and listen effectively," said Gary L. Cowger, manager of the GMAD plant at Wentzville.

"If these sound like only mythical attributes of the good employee, let me assure you that we regard them as

very real skills," Cowger added.

Cowger and James I. Spainhower, president of the Lindenwood Colleges, said that up to 150 management personnel at GMAD-Wentzville could take part initially in the cooperative educational agreement.

One of the most modern and technologically-advanced

Continued on page 10

## New Tabloid

As a means of strengthening communications among the Lindenwood Colleges and its constituents, alumni, supporters, students, faculty and staff, the *Linden Word* premieres this issue.

To be published on a quarterly basis each year, the tabloid is being sent to more than 22,000 persons throughout the United States, including nearly 10,000 alumni of the Lindenwood Colleges.

Developed by Lindenwood's Office of News & Public Information, the *Linden Word* is a contemporary publication that accents the positive direction Lindenwood is taking today in its traditional and important role in higher education.

Effective with this issue, the "Lindenwoods," the newsletter published by the Alumni Office, has been discontinued. Contents of the newsletter are contained in this premiere issue of the

*Linden Word*. News concerning alumni and alumni affairs and activities will be included in each future issue of this expanded publication.

The success of the *Linden Word* depends upon each and every person concerned with the future of the Lindenwood Colleges. Lindenwood encourages comments about this new publication, suggestions for improving it, items concerning alumni activities, ideas for news and feature articles, letters to the colleges and comments concerning Lindenwood policies and procedures.

Correspondence should be sent to either the President's Office, the Alumni Affairs Office or the Office of News & Public Information, in care of the Lindenwood Colleges, St. Charles, MO 63301. Lindenwood reserves the right to edit letters for publication, and requests that all such communications be signed.



**KEYBOARD FASCINATION** — The opportunity to learn and play with computers is among offerings for children enrolled at the Campus School on the Lindenwood campus. Taking a turn recently at the computer keyboard are, clockwise from left, Todd Fairless, son of Mr. and Mrs. Tommy E. Fairless of St. Charles; Eric Green, son of Mr. and Mrs. James J. Green of St. Peters; and Anthony Sirignano, son of Mr. and Mrs. Michael Sirignano of St. Peters. For details on expanded offerings at the Campus School, see page 8.

Non Profit Org.  
U.S. Postage  
PAID  
Permit No. 84  
St. Charles, Mo.

ADDRESS CORRECTION REQUESTED



# president's message

by JAMES I. SPAINHOWER

"How lamentable to have only one specific age! One would like to have two ages at once and know it. How old are you? 27 and 65!! And, you? 41 and 12 1/3 1/3 From these double ages, one could derive new and enticing forms of life."

-From *The Human Province*  
by Elias Canetti

Lindenwood College is both an infant and an old-timer. Ours is a college blessed with a heritage that predates the Civil War and new beginnings that make one think ours is a brand new college. How exciting it is, to borrow from Canetti, to be "two ages at once and know it."

We are only a youngster, exhibiting the exuberance and vitality characteristic of those on the cutting edge of society, in some areas of our educational endeavors.

As evidence of our youth, consider the following:

- Our growing coeducational residential college holds great promise of developing into an unusually fine collegiate experience for those seeking a quality liberal arts education in a small student body living and studying together on a beautiful campus.
- Our expanding Evening College and graduate programs in business, fine arts, and teacher education have only scratched the surface of the need in this dynamic and growing area west of the Missouri River. St. Charles County is the only county in the entire Greater St. Louis Area that is increasing in population. Right here where Lindenwood College is located there is a vast and growing market for what we do best -- provide educational excellence in classroom and laboratory!
- Our innovative ventures in on-site corporate education, exemplified by our new contract with General Motors, are in stride with one of the fastest growing segments of higher education today.
- Our exciting array of personally-tailored curriculums through the Lindenwood College for Individualized Education are pacesetters in fashioning higher education to meet individual career needs.
- Our founding on campus of the national Career

Productivity Institute is an example of Lindenwood's continuing dedication to providing work experiences for students that help them finance a college education as they learn for themselves the relevance of the work ethic to the improvement of both personal and collective career productivity.

But, Lindenwood also is an old-timer, characterized by the traditions, stability and maturity that flow from a long heritage. As evidence of our age, consider the following:

- Ours is a campus of buildings and grounds mellowed by age, emitting a quietness that speaks without words of the magnificent contribution of nature's beauty to the good life.
- Ours is a tradition of personal attention to the individual needs of every student in the midst of a teeming metropolitan area where the masses often smother individuality.
- Ours is an inheritance of concern for values that flow from the Judaeo-Christian faith -- values whose presence assure decency and honor and respect for the individual and whose absence invites crude living, disrespect, and anarchy.
- Ours is a recollection of a way of life on this campus that prepares students to live with grace and dignity lives of service to humankind. These memories can become the foundation on which students of today build as they prepare for a life of service.

Today's Lindenwood is living two ages at once. To bring you regular and accurate news of this infant and old-timer is the purpose of the *Linden Word*. As you become better acquainted with what Lindenwood has been and is trying to become, we hope you will share in the excitement felt by those of us who labor in Lindenwood's behalf daily. We covet your understanding as we strive to be faithful to good traditions and worthy practices that are our inheritance from Lindenwood's past. We will be grateful for your prayers as Lindenwood tries to derive from its double ages, new and enticing forms of life to enable it to serve with distinction every student who turns to Lindenwood for education and preparation for a life of service. With the support of the readers of the *Linden Word*, and with the Divine Guidance of God, surely we can build an even greater Lindenwood College.

**DEGREES CONFERRED —**  
Nearly 400 graduates received associate, bachelor's and master's degrees when Lindenwood held its annual commencement May 7. The event, which attracted hundreds of parents, guests and friends to the St. Charles campus, featured an address by John D. Ashcroft, attorney general of Missouri, and the conferring of degrees by President James I. Spainhower. Twenty received Associate in Science degrees while nearly 200 bachelor's and 145 master's degrees were awarded.



The Lindenwood Colleges  
St. Charles, MO 63301  
(314) 946-6912

President: James I. Spainhower  
Board Chairman: Robert F. Hyland  
Editor: Randy L. Wallick  
Alumni Coordinator: Esther Fenning

Published quarterly by the Lindenwood Colleges Office of News & Public Information. Views and opinions appearing in the *Linden Word* are not endorsed necessarily by the Lindenwood Colleges. Address all communications, letters, inquiries or subscription requests to the above address. For change of address, notify publisher at least six weeks in advance, including both a mailing label from the most recent issue and the new address with the proper zip code.



# Goal of \$500,000 Fund-Raising Program Launched

William O. Mullins of St. Charles, president and publisher of the ST. CHARLES JOURNAL, has been appointed chairman of a local campaign to raise \$150,000 in contributions from the St. Charles community for the Lindenwood Colleges.

The local effort is part of a \$500,000 fund-raising campaign launched recently by the St. Charles-based institution.

The multifaceted campaign expects to generate the \$500,000 from the St. Charles community, Lindenwood alumni, friends of the institution from outside St. Charles, the Lindenwood Board of Directors and corporations and foundations.

Contributions received in the campaign will be used to meet general operating expenses for Lindenwood in fiscal 1983-84. Monies also will be used to establish the groundwork for annual fund drives in upcoming years, said Lindenwood President James I. Spainhower.

Dr. Spainhower also announced that Charles W. Boswell, district manager of Union Electric Co., is in charge of major gifts and will aid Mullins in the St. Charles efforts to raise \$150,000 toward the \$500,000 goal.

In announcing the St. Charles aspect of the campaign, Dr. Spainhower said more than \$50,000 already has been contributed to the goal by faculty and staff employees and members of the Lindenwood Board of Directors.

With separate goals of \$25,000 each, the board members and faculty and staff employees were asked to contribute to the \$500,000 goal earlier this year, Dr. Spainhower said.

"The strong support that has been shown internally by members of the faculty, staff and board demonstrates to the St. Charles community Lindenwood's united commitment to eliminate the unstable financial conditions that have plagued this institution for a number of years," he said.

"This strong support also will lay the foundation for raising money from other sources such as the St. Charles community, Lindenwood alumni and corporations and foundations in the area," he added.

In addition to faculty, staff and board contributions of \$50,000 and the St. Charles

goal of \$150,000, nearly 10,000 alumni throughout the country are being asked to contribute \$150,000. The remainder of the \$500,000 goal is being sought from friends of Lindenwood and corporations and foundations.

Various aspects of the annual fund drive were outlined recently during a breakfast

meeting at Lindenwood that was attended by about 50 community and civic leaders from St. Charles. Aspects include an Alumni Phone-a-Thon this fall, scholarship programs, a community dinner and reception, April 22, grant proposals and a fall fund-raising event.

## Growth Programs Available

In announcing Lindenwood's multifaceted Annual Funds Drive and its goal of \$500,000, President James I. Spainhower said, "We are not asking you to invest in the problems of the past, but we do ask that you invest in Lindenwood's future."

In a message to all Lindenwood alumni and supporters of the institution, he said, "You can help us do this by supporting a scholarship in your name for an incoming freshman, by allowing us to plant a Linden tree in your honor, or by giving to our general operating fund."

### SCHOLARSHIP PROGRAM

Dr. Spainhower said the Alumni Scholarship Program will enable Lindenwood alumni to pass along their education to a deserving high school senior.

"Lindenwood has established a scholarship program whereby alumni can contribute \$500 to an incoming freshman who meets the required criteria," he said. "These criteria include a qualifying grade-point average and a demonstration of leadership potential. Scholarship recipients will be required to give at least four hours of their time each week to service to the campus and/or the St. Charles community."

Scholarships will be announced at the opening of the fall semester, and the names of the scholarship donors will be published in the Convocation program and the *Linden Word*. Scholarship donors will then be put in contact with recipients so students can keep donors informed of

their progress at Lindenwood.

"Alumni who contribute to the Lindenwood scholarship program will be able to take pride in knowing that they have given students the opportunity to attend a college traditionally known for sending well-prepared graduates into the world. Who is better aware of this than those who have shared the Lindenwood experience," Dr. Spainhower said.

### LINDEN TREE DRIVE

It has been said that co-founder Mary E. Sibley personally selected Lindenwood's present 142-acre site because of the abundance of Linden trees on the parcel. Today, there are less than 10 trees on the campus that carry the Linden name.

Lindenwood is seeking to rebuild a forest of Linden trees by planting them in honor of alums or their designees. For \$1,000, a Linden tree will be planted on campus with a metal plate at the base displaying the donor's name. Donors will be announced during a special ceremony on campus this fall.

"By donating \$1,000, you can watch your Linden tree take root and grow through the years," Dr. Spainhower said. "What better way is there to celebrate your Lindenwood roots by allowing us to plant a tree in your name?" he asked.

### ADVISORY BOARD

Dr. Spainhower recently announced the formation of the \$100 "President's Alumni Advisory Board," a program designed to provide alumni with a 40-minute overview of

the colleges on a one-hour cassette tape.

The cassette tape will include a "State of the Union" report from the President's Office, a report on noteworthy accomplishments from the Lindenwood faculty, a summary of the athletic successes during the past year including information on the nationally-ranked men's soccer and women's softball team, and musical excerpts by Lindenwood performing arts majors.

"The alumnus will return the tape with an update on what is happening with he or she personally and what the alumnus would like to see happening at Lindenwood," Dr. Spainhower said.

### BOOK-OF-THE-YEAR

Another \$100 contribution program is the "Book-of-the-Year Club" that will enable Lindenwood alumni and supporters to purchase a new book for Butler Library.

"The new purchase will be added to a library that serves nearly 2,000 Lindenwood students and more than 2,400 members of the St. Charles community," Dr. Spainhower said. "Butler Library is one of the most beautiful college libraries in the country, and your \$100 gift to the college will insure that we will continue to meet the educational needs of our constituents," he added.

Full information on any of the Lindenwood growth programs can be obtained by contacting the President's Office or the Development Office, (314) 946-6912.

All contributions to the Lindenwood Colleges are fully tax deductible.



# people & places



**Cowger King-Watts**

**Gary L. Cowger** of St. Charles, manager of the General Motors Assembly Division plant under construction in Wentzville, MO, has been elected to the Lindenwood Board of Directors. A board member of the Missouri Chamber of Commerce and the St. Louis Regional Commerce & Growth Association, Cowger is a 1969 graduate of the General Motors Institute in Flint, MI, and has a master's degree in management from the Massachusetts Institute of Technology.

**Sharon W. Stites**, admissions director, has been named Dean of Admissions & Financial Aid, and **Arlene Taich, Ph.D.**, LCIE director, has been named Dean of LCIE. Both will serve on the President's Council.

**Miriam E. King-Watts**, director of LCIE admissions, recently returned from a two-week tour and speaking engagement in the United Arab Emirates. Her personal invitation stemmed from LCIE recruiting efforts in Washington, DC, and from correspondence with officials in Dubai, the second largest of seven individual states that make up the UAE. Her presentation, "Trends in Adult Education in the United States," was delivered to the Municipal Council of Dubai, faculty members at Dubai College, the New Dubai Hospital, local cultural clubs and business and industry groups.

**Moheb M. Seif El-Nasr, Ph.D.**, assistant professor of chemistry, has been appointed as a visiting professor at Washington University in St. Louis this summer. It will enable Dr. Seif El-Nasr to work with a research team in efforts to investigate transition studies in polar solvents via kinetic isotope studies and computer modeling. Through its Chemical Dynamic Program, the National Science Foundation has awarded a grant of nearly \$283,000 for the Washington University research project.

**Aaron Miller, Ph.D.**, dean of faculty, also has been named Provost by the Lindenwood Board of Directors. A member of the Lindenwood faculty since 1980, Dr. Miller holds a bachelor's degree from the University of Illinois, an M.A. degree from The John Hopkins University and a Ph.D. degree from the University of Minnesota.

**Bob Benben** of Bridgeton, MO, well-known basketball coach at Pattonville High School in St. Louis, has been named head basketball coach at Lindenwood. A native of Chicago, Benben is a 1964 graduate of Washington University in St. Louis and holds a master's degree in secondary education from the University of Missouri - St. Louis.

**Mary E. Ambler**, Lindenwood archivist, recently hosted members of the St. Louis Archivists Association on campus. Librarian emeritus, Miss Ambler is an alumna who has volunteered her time each week as archivist following her retirement as head librarian in 1974.

Poems written by **Michael Castro**, faculty advisor and assistant professor, are included in the recently-published book, *Voices from the Interior*. The book is an anthology of Missouri poets published by BkMk Press and the University of Missouri - Kansas City.

**James F. Hood, Ph.D.**, professor and chairman of the Department of History and associate dean of faculty, has been named Dean of the Evening College. A 22-year veteran of the Lindenwood faculty, Dr. Hood also serves on the President's Council.

**Kathryn M. O'Connor** of St. Peters, a graduate student in education, is the author of "Ally and I: Byte by Byte," an article that appeared in a recent issue of *Compukids Magazine*. The story is based upon children's adventures with the computer and stems from Mrs. O'Connor's enrollment in the course, "Writing for Publication," offered by the Education Department.

**Missouri Rep. Thomas J. Barklage** (R-St. Charles) recently was on campus to present an overview of the current state legislative session in Jefferson City.

The late Tennessee Williams' brother, **Dakin Williams** of Collinsville, IL, was on campus last month for the opening of "The Glass Managerie," Williams' famous autobiographical play, by the Department of Performing Arts. He is the author of the book, *Tennessee Williams: An Intimate Biography*, published after the playwright's death February 23 at the age of 71.

**Lawrence E. Elam**, chief business officer for Lindenwood, has been appointed Vice-President for Finance & Administration, a new position. A 1959 graduate of Indiana State University, Elam joined the Lindenwood administrative staff in 1981 after serving as comptroller and vice-president for finance for 18 years at DePauw University in Greencastle, IN.



**FOR INCREASING COMMUNICATIONS** — As a means of establishing greater rapport and increasing dialogue with students, President James I. Spainhower has reserved an afternoon session each week to meet with students. Here, during one of the sessions, Dr. Spainhower listens to several students who have gathered in his office. The 4-5 p.m. Monday sessions have been called an innovative approach to increasing communications among students, the administration and the president.



**KEYS AND HANDSHAKE** — **William G. Crichton**, right, manager of Southwestern Bell Telephone Co. in St. Charles, presents the keys to one of two service vehicles to **Robert E. Peffers, Ph.D.**, chairman of the Department of Performing Arts. Bell recently donated the vehicles, a 1973 Chevrolet van and a 1974 Ford truck, to Lindenwood, which will use them for campus transportation of theatrical equipment for the department and for its food service deliveries.



# Lindenwood Alumni

# Two Receive Awards

Mrs. Judith E. (Neff) Bois of Prairie Village, KS, and Mrs. Tanya Yeldell Mallory of Chesterfield, MO, are recipients for the 1983 Alumni Merit Award, an annual presentation by the Lindenwood Alumni Association to individuals who have demonstrated distinguished service to the colleges, a career and/or the community.

An elementary school teacher in Shawnee Mission, KS, Mrs. Bois attended Lindenwood from 1955-56. A former registered nurse, Mrs. Mallory is a 1969 graduate of Lindenwood.

Both received the awards during special ceremonies at Lindenwood's spring commencement, held recently on the St. Charles campus.

Mrs. Bois is a 1960 graduate of the University of Indiana and has a Master's in Education degree from the University of Arizona, graduating in 1964.

Currently employed at the Somerset Elementary School in Shawnee Mission, she has taught for 24 years, serving in elementary schools in New Castle, IN, Tuscon, AZ, and Shawnee Mission. She and her husband, Kelvin E. Bois, senior vice president of Columbian Financial Services, have four sons, all college students.

Graduating with a Bachelor's in Science in Nursing degree, Mrs. Mallory served as head nurse of the

Medical-Surgical Division at Deaconess Hospital in St. Louis from 1969-71 and, from 1972-81, as a part-time nurse instructor and obstetrical nurse at St. Joseph Hospital of Kirkwood, MO.

She is a past member of the American Nurses Association and the American Society for Prophylaxis in Obstetrics. Currently, she serves as a member of the Executive Board of the Mary Institute Parents Association and as chairman of the Wives Seminar Group of the National Auto Dealers Association.

She and her husband, Morton C. Mallory, president of Mallory Buick-Isuzu, Inc., in St. Louis, have three children.

Active at Lindenwood since graduating, Mrs. Mallory has served as vice-president and president of the Alumni Council and as vice-president and president of the St. Louis Lindenwood Alumni Club.

## Career Seminar

Lindenwood students, faculty and alumni met recently to present a career seminar, "There's Life After Lindenwood."

Sponsored by Beverly Bimes, assistant professor of education, the seminar featured several alumni who discussed their professions, education requirements and career alternatives with interested students.

Among those alumni who took part in the recent event were Susan Trail of the C. V. Mosby Publishing Co., St. Louis; Chris Smith, an attorney; Sandy Bohler, a master's candidate; Sue Glenzy of Boyd's, St. Louis; Steve Roodman, a dental student; Gail Griffin of Jewish Hospital, St. Louis; and Eric Stuhler, an attorney.

President James I. Spainhower presented certificates to the alumni for service and contributions in their respective fields.

Active within her profession and community, Mrs. Bois is a past president of Kappa Kappa Iota, the Alpha Delta Teachers' Sorority, and the Lindenwood Colleges Club of Kansas City. She also has served as a member of the Somerset Elementary School Social Committee and as a representative to the Kansas-National Education Association.

She is a kindergarten Sunday school teacher at Old Mission Methodist Church, a

choir accompanies at Somerset Elementary School, a member of both the Spelling Textbook Selection Committee and the International Reading Association and a consultant to the Learning Exchange project on historic Kansas City.

Commencement exercises, which featured a keynote address by Missouri Attorney General John Ashcroft, witnessed the conferring of more than 380 bachelor's and master's degrees.



**'LUNCH & LEARNING' OPEN TO COMMUNITY** — As a means of increasing educational dialogue, a monthly series of discussions, "Lunch & Learning," premiered this semester at Lindenwood. Open to the campus and community, the sessions feature guest lecturers who address a variety of issues concerning political, religious, business, community and educational topics. Here, President James I. Spainhower introduces one of the speakers, the Rev. Evelyn Fulton, chief executive of the Elijah Lovejoy Presbytery of St. Louis, the regional organization of Presbyterian churches in the metro St. Louis area. The "Lunch & Learning" series will resume in the fall.

## Let's Hear from You!

As a service to readers and as an incentive for improving the quarterly Linden Word, we would like to hear from you!

If you have a like or dislike, a concern, suggestions for improving the publication, or perhaps an idea for a news or feature story, take a few minutes to write us.

Send your comments to Randy L. Wallick, Director, News & Public Information, Lindenwood Colleges, St. Charles, MO 63301.



## alumni news

### Club News

**KANSAS CITY CLUB** - Beverly Bimes, assistant professor of education, discussed "Our Heritage - a Tradition of Excellence" during a recent luncheon in Kansas City for area alumni. She conducted several workshops during her visit to Kansas City and launched the Shawnee Mission School District's annual writing project for teachers. An LCIE graduate with a Master's in Education degree, she was selected "National Teacher of the Year" in 1980.

Margaret Hoover Ketcham entertained Kansas City club members at a luncheon at her home recently to celebrate her 50th graduation from Lindenwood. Club members each gifted Mrs. Ketcham with a small memento of her years at Lindenwood. She also announced plans to present Lindenwood with a check for \$10,000, to be given in the names of Margaret and Lloyd and to be used for scholarships.

**ST. CHARLES CLUB** - The St. Charles Club held its annual scholarship dinner May 2 on campus to honor Maria Slingenland, the club's 1983 scholarship winner. A senior at Francis Howell Senior High School, Miss Slingenland is a member of the National Honor Society, secretary of the German Club and a cheerleader, and she enjoys track and softball. She intends to complete her undergraduate work at Lindenwood before going to law school.

Glenda Schaefer, president of the St. Charles club, announced plans for a potluck dinner to be held September 19 at the home of President and Mrs. James I. Spainhower. All alumni are invited to attend. For more information, call Mrs. Schaefer at (314) 946-4990 or the Lindenwood Alumni Office, (314) 946-6912.

At the St. Charles Club board meeting recently, members decided to set up a joint committee between the St. Charles and St. Louis clubs, in an effort to cooperate on one major annual fundraising project. The two clubs will maintain separate meetings and individual projects, with the exception of the annual fundraising event.

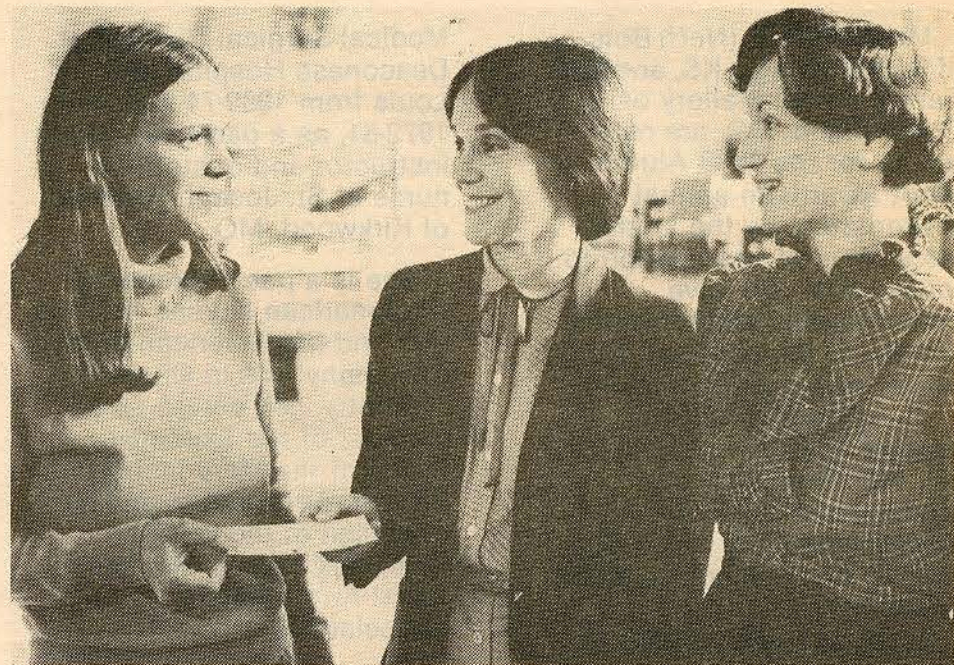
**ST. LOUIS CLUB** - Lindenwood administrators met recently with members of the newly-organized St. Louis Alumni Club on campus in the historic Sibley Hall. Participants included President James I. Spainhower; Lawrence E. Elam, vice-president for finance and administration; Sharon Stites, dean of admissions and financial aid; Aaron Miller, dean of faculty; and Edward Watkins, director of development.

Lindenwood's current financial status was discussed along with future financial and academic plans for the college, enrollment increases and ways in which alumni and the college can work together.

St. Louis Club plans and projects were discussed at the meeting, and the Lindenwood Madrigal Singers presented a medley of popular songs. A social hour followed.

Acting officers of the St. Louis Alumni Club are Joanne Kleberger O'Keefe, president; Gail Bartels Griffin, vice-president; Cindy Essenpreis, secretary; and Susan Trail, treasurer.

The next meeting of the St. Louis Club will be held this fall. St. Louis alumni interested in joining are invited to call Joanne O'Keefe at (314) 869-3057.



**GIFT TO LIBRARY** — Proceeds from a recent card party hosted by the St. Charles Lindenwood Alumni Club have generated \$350 for Butler Library on campus. A check recently was presented by Mrs. Glenda (Raef) Schaefer ('68), left, club president, to Mrs. Victoria M. Frowine, head librarian and faculty member, as Mrs. Sally (Siemssen) Schaefer ('54), party cochairman, looks on. The money will be used to purchase books and periodicals for the library.

### Recipes Sought for Cookbook

Lindenwood alumni throughout the country are being asked to contribute to the *Alumni Association Cookbook*, a collection of recipes from alumni, faculty and staff members that is scheduled for publication next year.

"Recipes for the cookbook are coming in slowly," reports Esther Fenning of the Alumni Office, "but judging from the scrumptious ones we've

received so far, we could put Julia Childs out of business."

Those interested in submitting their favorite recipes should type or print them and include their name (maiden name if changed since at Lindenwood), address, telephone number and year graduated.

Recipes should be sent to "Alumni Cookbook," in care of the Alumni Office, Lindenwood Colleges, St. Charles, MO 63301.

**Alumni  
Reunion  
Weekend  
October 28-30**



# class notes

## Marriages

**1945**  
MARY WILLIAMS WHITE, Overland Park, KS, to Darwin Adams, March 11, 1983.

**1967**  
MARGARET ANN MOON, Venice, CA, to MICHAEL HANLEY, Nov. 20, 1982.

**1974**  
JOHN F. DOOLEY, Red Bank, NJ, to Elise Kornmayer, June 20, 1981.

**1978**  
JUDITH ANN GALYAS to Algerino Stenta, Oct. 30, 1982.

**1979**  
SHERRY PARK, St. Charles, MO, to WILLIAM TAYOR ('78), Winfield, MO, Feb. 27, 1983, at Butler Library.

CINDY MC CRAY, Annada, MO, to Curtis Loesing, Nov. 13, 1982.

**1980**  
KAREN KOHLSTEDT, Denver, to Robert Rensink, Sept. 19, 1981.

## Births

**1969**  
GAIL SLEMMER BEKE, Franklin, MI, a boy, Anton Christopher Westen, Aug. 21, 1982.

**1970**  
JULIE GOODMAN KOERNER and KENNETH KOERNER ('73), Woodland Hills, CA, a girl, Jenna, Jan. 24, 1983.

**1972**  
ALYS BALDWIN MC CALMONT, Cincinnati, a girl, Laura Chappell, Jan. 27, 1982.

**1980**  
KAREN KOHLSTEDT RENSINK, Denver, a girl, Alexandria Elizabeth, Feb. 13, 1983.

## Deaths

**1913**  
FRANCES FALES HOUGH, Bloomfield Hills, MI, April, 1982.

**1914**  
CORNELIA POWER DU HADWAY, Pebble Beach, CA, Feb. 17, 1983.

**1916**  
MARGARET PECK LARMER, Benton Harbor, MI, Jan. 25, 1983.

**1945**  
BARBARA WYTH HARR, Bloomington, MN, Jan. 22, 1983.

## Notes

**1907**  
ETHEL SPENCER CRAVEN, San Mateo, CA, recently celebrated her 93rd birthday. Ethel is well

and happy but "misses the chain letter" she and her classmates enjoyed for 60 years.

**1915**  
JOSIE DONALDSON MOBLEY, Kennett, MO, recalls that Butler Hall was a new dorm, complete with swimming pool, when she was at Lindenwood. She said Roemer Hall was under construction and that Dr. Roemer was president. "Only one girl on campus could drive his car" wrote Josie, adding, "she was from Kansas."

**1923**  
MARION TITUS ELLIS, Irvine, CA, and her husband, Paul, celebrated their 59th wedding anniversary in December and the birth of their first great grandchild.

**1927**  
SARAH DAVIS HEDGEcock, Mason City, IA, attended the 40th anniversary of SPARS in Boston in early October. She retired as a commander in the U. S. Coast Guard Reserves with 23 years of service in 1966. She was Lindenwood Alumnae Day speaker in 1945.

**1933**  
ALBERTINA FLACH WAYGANDT, Seattle, WA, reports that she has retired from the professional music field and that she and her husband recently moved to Seattle to be near their children.

**1936**  
BETTY MORGAN BAGGOTT, St. Louis, writes, "Since my husband died in 1978, Lindenwood remains a solid memory of stability and inspiration to me."

**1939**  
HELEN DU HADWAY THATCHER, Edwardsville, IL, reports on the recent death of her mother, CORNELIA POWELL DU HADWAY (see "Deaths"). She recalls that both her mother and her sister, Mary Jean, served as presidents of the alumni association.

**1941**  
LAURABEALL PARKINSON TOMBAUGH, Evansville, IN, retired from teaching in 1981. She and her husband are enjoying their first and only grandchild, Seth Edward. Her daughter, Jennie, graduated from Lindenwood in 1962.

**1945**  
BARBARA LARMER LAWTON, Benton Harbor, MI, reports on the death of her mother, Margaret Peck Larmer. She said she has many pleasant memories of Lindenwood, which was one of the highlights of her mother's life.

**1940**  
DORIS ROGERS DUNLAP writes that the wonderful two years she spent at Lindenwood in the 1930s have provided her with many happy memories. The teachers she remembers best are Dr. Sigmund Betz, Dr. Kate Gregg, Dr. Wilma Pugh and also Mr. Thomas "whose class in Bible was excellent."

**1952**  
DOROTHY FRYE DARDEN, San Clemente, CA, is a travel agency manager in San Juan Capistrano and has two daughters, Julie and Ivy, students at UCLA.

**1956**  
SHIRLEY HOLCOMB SMITH, Fort Washington, MD, teaches private piano and voice lessons. She is secretary of Prince George's Music Teachers Association; on the Board of Southern Maryland Choral Society; and is immediate past-president of the Washington, DC, alumni chapter of Mu Phi Epsilon.

**1960**  
DEDE SHIGLEY GREEN, Dallas, reports the death of her husband, Jeff, on March 26 of a heart attack.

MARJORIE WARD BOTTORFF, Charleston, SC, graduated magna Cum Laude from Simpson College, San Francisco, in June, 1982, with a Master's of Arts degree in theology.

**1961**  
ANN BETTICHER MC NEER, Lake Aldred, FL, writes that although she has done portraits for years, she is now into formal portrait lessons, which she enjoys.

**1962**  
JAN ROLLINS VASSAR, Chandler, OK, and JOAN MAUPIN, ('63), met CAROLYN CANNON BLOEBAUM ('63), Union City, TN, in Dallas recently for a weekend gathering. They were "buying" for their respective businesses.

**1967**  
MARGARET ANN MOON HANLEY reports her marriage (see "Marriages") and writes that her husband is a pilot with Pan American Airlines, based in Miami. She is based in Los Angeles, and they are "bi-coastal commuters."

**1968**  
BARBARA CLAUSON MAYGINES, Ukiah, CA, is the chief financial officer of All Heart Lumber Co. and serves as general partner of Mardana Industrial Park and vice-president of Penofin Marketing, Inc. She and her hus-

band, John, have three sons, ages 8, 3 and six months. Alumni living in the Ukiah area may contact her at P.O. Box 478, Ukiah, CA 95482.

VICKY JACOBS GRAY, Overland Park, KS, has been named to *Who's Who in Outstanding Young Women in America*. She teaches at Hocker Grove Junior High School in the Shawnee Mission West School District in Kansas.

SALLY GOLDENBERG LANDAU, Santa Monica, CA, has worked with her husband, an architect, for eight years. Their first daughter will be one-year old in June.

**1972**  
ALYS BALDWIN MC CALMONT, Cincinnati, reports she "finally" gave birth to a baby girl (see "Births"). She started a job recently as an estate planning paralegal with the law firm of Frost & Jacobs. "I had such a wonderful time at our 10th reunion, but was disappointed that only eight of us showed. Let's make our 15th the biggest and best ever!" she writes.

ELIZABETH CODY NEWENHUYSE, Franklin Park, IL, and her husband visited ANN CRUSA WYMAN ('71) and her husband, John, at Wright-Patterson Air Force Base in Ohio recently. She writes that the Wymans have three children, and that they all enjoyed renewing old ties. Elizabeth also keeps in touch with ALEX ZIMMERMAN ('74) and his wife Holly, who live in Long Beach, CA where he is an editor.

MELNA JEAN BUENEMAN ENGLAGE, Wright City, MO, has three children and four grandchildren and continues to teach fifth grade in Wentzville, MO. She attended Lindenwood from 1948-50 and returned in 1972 for a bachelor's degree.

**1976**  
STEVE ANDREWS, St. Paul, MN, finished his M.F.A. degree from Ohio University and is teaching at Inver Hills Community College in St. Paul. He spends his free time working on animated films, and recently had a showing of his work at Film in the Cities.

**1979**  
SIGRID "ANNIE" ANDERSON, Midland, TX, received her M.B.A. degree in marketing management from Ross State University in December, 1981. She recently completed the "Management Candidate Training Program" at the First national Bank in Midland and works with the banks' Trust Division as a marketer.



# Teachers Offered Half Tuition

Elementary and secondary teachers under contract with area school districts are eligible to receive a 50 percent reduction in tuition this summer at the Lindenwood Colleges. The cost is \$75 per

credit hour as opposed to the normal rate of \$150 per credit hour for graduate students.

In announcing the half-tuition program for teachers, President James I.

Spainhower said, "We hope to assist teachers in meeting the economic burden of continuing their education. We are part of this geographic area and feel a responsibility to persons striving to serve the

educational needs of the people in this area," he added.

According to Gene M. Henderson, Ph.D., professor and chairman of education, the reduction in tuition for summer courses will enable area teachers to begin, continue or complete studies for their educational master's degree at half the normal instructional cost.

Lindenwood's summer session, which begins June 6 and continues through August 2, will offer 17 one, two and three-hour credit courses by the Department of Education. Courses are scheduled at various times and dates to accommodate summer vacation schedules and part-time employment for area teachers, Dr. Henderson said.

Continued on page 11

## School Program Expanded

A full-day, accelerated kindergarten program for children five years of age will begin this fall at the Lindenwood Colleges campus.

Under the supervision of certified teachers, the expanded program will take advantage of the diverse facilities and programs available at Lindenwood, according to Nancy Polette of O'Fallon, director of the Campus School and assistant professor of education.

It will include visits to the Biology Department, campus greenhouse, library, computer center and the Department of Performing Arts.

"The curriculum of the new program will emphasize fine and gross motor skills' development, reading readiness, mathematics and math readiness, the development of productive and critical thinking skills, the creative processes and language development," she said.

Applications are being accepted now for the new accelerated program as well as the current full-day program for four-year olds and the half-day program for three and four-year-old children at the Campus School. Testing is required for admission to the full-day programs.

Only 20 children will be accepted into the program. Classes begin September 6, and children must be five years of age by November 1," Mrs. Polette said.

## Course Takes Students to NYC

A group of students enrolled in Lindenwood's Fashion marketing course, "BFM 214, Survey of National Markets," visited the "Big Apple" during spring break for a tour of some of the nation's leading manufacturers, retail stores and buying offices.

The 11 coeds and two males are business administration students, majoring in fashion marketing. They were accompanied on the six-day journey by Lynn R. Moore of the Lindenwood faculty, program director.

"The course content was New York City," she said. "The city is the center of fashion marketing and, as such, it has the newest and also the oldest forms of retailing, the newest and hottest items in the world of fashion and the most innovative forms of presentation available.

"The fashion industry feeds off of life - people are the inspiration for the industry, and the students found that New York City is truly a melting pot for both fashion and culture," Mrs. Moore said.

The three-credit course stressed business and fashion marketing and included seminars, fashion presentations and visits to apparel

and home furnishing storerooms.

The 13 students also gained an insight into the cultural and social institutions that influence today's fashion with visits to several theatre performances, the Metropolitan Museum of Art, the Metropolitan Opera, Lincoln Center and Empire State Building.

One of the highlights of the trip was a visit to Faberge, Inc., and a presentation by Eleanor Gawdat, a 1960 Lindenwood graduate and director of sales promotion for the New York City-based cosmetics firm.

"Ms. Gawdat spoke with students quite frankly about the fashion industry, its ups and downs and the importance of basic skills acquired at the college level," Mrs. Moore said. "Her advice included the importance of a liberal arts exposure along with the business degree to form a well-rounded graduate. It is to this end that the Fashion Marketing program is aimed," she said.

Another highlight of the trip was a reception for area alumni at the Waldorf Astoria Hotel, hosted by alumni and Terrie Rollings, Lindenwood alumni director.

Students taking part in the trip included Lisa Anzer, Christine Barboro, Susan Glasgow, Caroline Herbig and Donna Kopf, all of St. Louis; Lynn Jeffries of Granite City, IL; Nancy Kenkel of Went-

zville, MO; Sandy Collier of Lake St. Louis, MO; Stephanie Bischof of St. Charles; Ling Fu of Albuquerque, NM; Mary Setraycic of Rolla, MO; Ron Martin of San Diego, CA; and Andrew Rubin of Chicago.



**SIDEWALK SALES** — Lindenwood students buy from the oldest form of retailer, the street vendor, during their recent trip to New York City. From left are Lisa Anzer, Mary Setraycic, Lin Fu, Donna Kopf, Sandy Collier and Susan Glasgow. The sidewalk sales took place during the group's participation in "Survey of National Markets," a two-week Fashion Marketing course that enables students to visit the nation's fashion marketing center in New York City.



# LCIE Begins MBA Program

The Lindenwood College for Individualized Education (LCIE) has received approval to implement the Executive Master's in Business Administration program in a full-time format for working adults.

Intensive weekly seminars combined with independent study will yield nine semester hours of credit each trimester. With class size limited to no more than 10 students to allow for interaction and discussion, the program is restricted to students with prior work experience of three years at the management level and undergraduate business coursework.

"The program will attract the manager who wishes to pursue studies in a more intensive and personalized manner than those available in the traditional college set-

ting," said Patrick Land, coordinator for LCIE business programs. "Our MBA students will be highly motivated, career-oriented individuals with significant working experience," he added.

The new LCIE program uses the "applied analytical model" of collegiate business education similar to that found at Harvard University or Wharton Business School. This model places the focus on application of knowledge and skills to the decision-making process from the perspective of the manager. Under this model, a marketing course would include the kinds of information needed by marketing managers to make decision in product development, pricing, promotion and distribution. Emphasis would be placed on

how information is developed and then utilized in the marketplace. The case study approach is an important ingredient in the Executive MBA program, Land said.

According to Land, "Currently, there is no other program in the metropolitan area which offers a full-time MBA geared specifically for the working adult. The full-time aspect of the program is important because it allows the student to become involved intensely in the learning and using of new information immediately. This combination of theoretical learning and direct application is the cornerstone of LCIE programs in general," he said.

According to Miriam King-Watts, LCIE admissions director, the LCIE format is based on linking experience to

theory. "The student is able to see how a theory actually works in practice by simulating a problem in class and then using a task-force approach to solving it.

"Students draw on both their existing experience and the new knowledge they are gaining as students," she said. "The free exchange of information that takes place in class gives students a chance to see how business strategies work in settings other than their own workplace. Peer learning is an important ingredient in the classroom."

With summer classes beginning this month, the program will be available at LCIE facilities at the St. Charles campus and at the St. Louis LCIE Regional Center, 6214 Forsyth in Clayton.

## Lindenwood Honors Harlie Cornelius

On almost any weekday afternoon Harlie Cornelius of St. Charles can be found seated at a potter's wheel in art studios on the Lindenwood campus.

Cornelius isn't a student or an instructor but a 71-year-old retiree and artist who each week donates much of his time to helping Lindenwood art students in a variety of projects in exchange for the use of studio facilities.

In the past four years, his volunteer efforts have ranged from working with students in the experimentation of new art forms to rebuilding kilns and pottery equipment for Lindenwood's Art Department.

Recently at his own expense, Cornelius converted manual potter wheels to electric-powered ones for more effective use by students and instructors. He also is cited with the construction of a vapor kiln to be used as an alternate method of glazing pottery and ceramic works.

In recognition of this contributions to the Art Department, Lindenwood recently sponsored an honorary exhibition, "Harlie Cornelius - Clay,

Glass & Wood," at the Hendren Gallery of the Fine Arts Building.

Cornelius, whose current artistic pursuits are in ceramics, pottery and glass, displayed nearly 40 pieces of his original works at the Lindenwood exhibit.

"I have exhibited at Lindenwood before," he said, "but this was the first major exhibition that featured the combination of three different media not normally produced by a potter."

Cornelius retired in 1975 after working nearly 35 years in the construction industry. His artistic pursuits span nearly 40 years, running the gamut from furniture making and wood carving to photography, clay and ceramic artwork, glass pieces and stained glass.

Cornelius and Edith, his wife of 43 years of marriage, recently completed a course in Scriptures of the Old and New Testaments which led to an art project for Our Savior Lutheran Church in St. Charles. Fourteen of his stained glass works containing scenes from the Holy Scriptures form part of the narthex at the church.



Artist at Work

Although he has no formal education in art, his current pottery and kiln-fired contoured glass works are recognized and admired by students and faculty alike. "I see a need to fulfill and to bring alive a measure of the finer values in life," he states about his current art.

Much of his work symbolizes his religious belief and his philosophies about life.

In addition to his volunteer work at Lindenwood, Cornelius has been active in recent years in the Associates of the Fine Arts, a Lindenwood and community organization of 150 art enthusiasts.

## Mailing Snafu?

*Is your name spelled correctly on the address label, or has your copy of the Linden Word been forwarded from an incorrect address? Or, have you received duplicate copies?*

*If you are experiencing any of these problems, contact the Alumni Affairs Office or the Office of News & Public Information to correct the difficulty.*

*Address labels have been compiled in advance from several mailing lists and, often, there may be a mistake or a duplication. Take a few minutes to correct the situation so the next issue of the Linden Word is delivered to the correct person at the right address.*

*And, if you know of a friend or colleague who would like to receive a copy of this new publication, send the name and address so that he or she can be added to the mailing list.*



# National CPI Is Formed

A national center, the Career Productivity Institute (CPI), that promotes societal values, skill performances and work preparation has been formed at the Lindenwood Colleges campus in St. Charles.

The CPI will focus upon these three educational issues that institute developers feel must be ad-

ressed in order to support long-range productivity growth in the United States.

The principal developer of the new center is Edward D. Watkins, a national career consultant working at Lindenwood who will serve as CPI president. Board members consist of national and local representatives of education and business.

The CPI will work with local and national corporations and businesses, secondary and post-secondary schools and social and religious agencies to promote and implement its themes - that productivity growth must be supported by a strong value system, by a well-educated populace and by people who are prepared to work, Watkins said.

Quoting Steven Miller, president of the John Hopkins University, Watkins said, "The biggest failing in higher education today is that we fall short in exposing students to values. Our society depends on people who are not passive, but active, and who are prepared to make

choices and to take responsibility. That requires individuals who have self-confidence - and to have that confidence requires a value structure."

Lindenwood's value approach centers upon recognizing the primary importance of values in higher education and in life itself. Because of this, the United Synods of Mid-America recently awarded Lindenwood a \$30,000 grant for the institution to reaffirm its historical commitment to the intellectual values implicit in the Judaeo-Christian faith.

A recent national study by the Center for Public Resources indicates that

Continued on page 12

## Lindenwood Joins Lyceum Theatre

Lindenwood and the Lyceum Theatre in Arrow Rock, MO, have entered into a cooperative agreement that will increase academic offerings in performing arts at Lindenwood and will enhance the artistic goals of the repertory theatre.

Beginning this summer in Arrow Rock, Lindenwood will offer six credit hours of coursework to about 15 students who take part in the program. Primary coursework will consist of participation in the theatre's program, involving students in areas of management, marketing, construction, properties, acting and costume construction, according to Robert E. Pefers, Ph.D., chairman of the Department of Performing Arts.

In addition to students taking part in the summer productions, Lindenwood will provide several of its directing and designing faculty to supervise the summer theatre students. Faculty positions generally will be in the areas of direction, set and costume design, lighting and stage management.

Now in its 22nd season, the Lyceum Theatre is one of the oldest professional repertory theatres in the country. Professional repertory productions are presented in the former 110-year-old Baptist Church in Arrow Rock, located about 15 miles east of Marshall, MO, near Columbia. The 1983 season begins on June 1 and continues through August 21.

Lindenwood students and faculty will participate in the tentative 1983 schedule, which includes such classics as "West Side Story," "Barefoot in the Park," "Our Town" and "Romeo and Juliet." Bollinger said the summer schedule also includes a presentation of "Cotton Patch Gospel," a musical that includes bluegrass, country and folk songs written by Harry Chapin.

The cooperative agreement also calls for the Lyceum Theatre to borrow specific lighting, sound, costume and stage equipment from the Lindenwood Colleges that is not being used during summer months.

Lindenwood President James I. Spainhower said it is "only appropriate that a relationship be established because of the historical significance" between the Lyceum Theatre and the Lindenwood Colleges.

While Lindenwood is one of the oldest colleges west of the Mississippi, Lyceum is the oldest professional repertory theatre west of the river, he said.

Dr. Spainhower continued, "While what is now known as Arrow Rock was founded at about the same time Lindenwood was in 1827, Maj. George and Mary Sibley, founders of the institution, are also two of the co-founders of Arrow Rock. They resided there prior to settling in what is now known as St. Charles."

## Wentzville Proposal

Continued from page 1

facilities in the United States, GMAD-Wentzville has been under construction for three years and costs \$500 million. Housed under 78 acres, the plant contains nearly 165 robots, more than any other GM plant or division in the country.

To produce full-size Buick Electras and Oldsmobile 98s, the 3.2-million square-foot facility will employ about 2,500 workers in one shift when auto production begins in mid-July. It has the capacity to employ 6,000 workers in two shifts at a later date if auto sales justify production, GM reports. Initially, GMAD-Wentzville has the capacity to produce 75 automobiles per hour.

Because of GM's investment at GMAD-Wentzville and the uniqueness of technological advancements at the plant, the Lindenwood program is unique and is tailored to meet the specific needs of GM personnel at Wentzville, according to Edward D. Watkins, a national career consultant at Lindenwood who has been working with GM officials for the past five months in developing the program.

"The primary feature is that we have developed a program to increase employee skills that is based upon GM's plant needs, and that it relates to general societal needs such as the improvement of basic skills and technological awareness," Watkins said.

"Our mutual goals are to improve the skills levels at GMAD-Wentzville through a training program that we developed mutually and one for which we will offer college credit. This contract has great implications for other similar arrangements both locally and nationally," he added.

Lindenwood instructors chosen for the cooperative educational agreement are faculty members who have had extensive experiences in business and industry. They also have developed various approaches to teaching that combine both theory and practice.

Instruction at the GMAD-Wentzville plant will begin this fall. If necessary, it will be supplemented by academic offerings at the Lindenwood Colleges main campus in St. Charles or at satellite branches such as the institution's Lake St. Louis Center located near GMAD-Wentzville.



# Bequest, Gifts

A bequest of more than \$61,300 has been made to Lindenwood College from the estate of Louise H. Walker of St. Petersburg, FL. Mrs. Walker, who attended Lindenwood in 1931-32, died June 1, 1981, at the age of 79.

According to the bequest, the money from the estate will be invested in the institution's endowment fund, and eventually, can be used for any purpose by Lindenwood. Interest income from the funds is to be paid to a niece, Harriet Hull of Schenectady, NY, for the remainder of her life.

The Walker bequest brings Lindenwood's total this year to more than \$261,300. In January, the college received a \$200,000 legacy to be used for scholarship awards, bequeathed by Miss Ellen Boyce, a 1925 Lindenwood graduate who died in 1981. The legacy is in memory of Miss Boyce's mother, Emma Long Boyce, a Lindenwood graduate who preceded her daughter in death.

In celebration of the 50th anniversary of graduation from Lindenwood, Mrs. Margaret Hoover Ketcham of Independence, MO, recently established an endowed scholarship fund for Lindenwood students in the amount of \$10,000.

Income from the fund will be used for scholarship awards to deserving students each year, based upon their financial need and scholastic ability.

## Capital Affair

Carin Chapman West ('67) of Alexandria, VA, and Terrie Rollings, Lindenwood alumni director, recently hosted an alumni reception at the Washington-Sheraton Hotel for Lindenwood alumni in the Washington, DC, area.

More than 35 persons attended the April 13 event, including Jeanine Butts Webster ('72) of New York City, president of the Lindenwood Alumni Council, and Patricia Price Bailey ('59), a commissioner with the Federal Trade Commission.

The \$10,000 check was presented by Mrs. Ketcham and her husband, Lloyd, to President James I. Spainhower last month at an alumni luncheon in Kansas City. Among those alumni attending the event were Wilda Wise Stacey ('39); Dyke Steinbeck Barton ('29); Esther Moulthrop Muench ('62), president of the Kansas City Chapter; and Vivian Smith Crow ('31).

## Teachers Offered Partial Tuition

Continued from page 8

Among courses offered this summer are "Analysis and Correction of Reading Disabilities," music in elementary schools, "Education of the Exceptional Child," master's degree seminars and projects, children's books, graduate seminars on teaching strategies in writing and computers and "Developing Materials for Gifted Programs in K-12."

Also scheduled are several courses of instruction for teachers of blind and visually-handicapped students. Offering two credit hours, these include "Braille, Reading & Writing," "Orientation & Mobility for Visually-Impaired Children," "Methods and Materials for Teaching the Visually Impaired," "Conservation and Use of Limited Vision" and "Blind Children with Additional Disabilities."

Commenting on Lindenwood's summer offerings, Dr. Spainhower said, "We would like to increase the number of people in the education profession who are taking advantage of the excellent opportunities we offer for learning during our summer session."

Teachers interested in learning more about the half-tuition reduction for summer programs should contact their school district's superintendent or call the Lindenwood Department of Education.

## opportunities

In this section of the *Linden Word* and future issues, the Lindenwood Colleges will publish a listing of items needed by the institution. These needs represent your opportunity to help Lindenwood continue its educational labors.

Opportunities for the summer of 1983 include:

- Computer Center hardware and software to assist in beginning Lindenwood's new Computer Science major, \$150,000.
- Lighting for the Jelkyl Theatre in Roemer Hall for upgrading, effectiveness and safety, \$40,000.
- Spectro Photometer for the Chemistry Department, \$19,465.
- New pump and filter for the swimming pool in Butler Hall, \$4,000.
- Ten vacuum sweepers, priced at \$200 each, to help Lindenwood stay clean, \$2,000.
- One used folding machine, \$1,500.
- Maps for the History Department, \$500.
- One filmstrip/cassette projector, \$450.
- One electric stapler, \$260.

If you are interested in funding or supplying any of these items, contact Edward D. Watkins, director of development, at the Lindenwood Colleges, or call (314) 946-6912, extension #337.

## D & B Offers 4:1 Rate in Matching Funds

The Dun & Bradstreet Corp. will match every dollar its employees and retirees donate to colleges and universities with a \$4 contribution to the same institution, retroactive to Jan. 1, 1983, according to a recent announcement by the New York City-based firm.

With offices locally and throughout the United States, Dun & Bradstreet is the country's largest non-governmental source of business information.

According to the Council for the Advancement & Support of Education in Washington, DC, Dun & Bradstreet is the first American firm to offer a four-to-one matching grant program to colleges and universities. Previously, the firm offered a three-to-one gifts program.

Dun & Bradstreet introduced a two-to-one match in 1978, increasing it to three-to-one in January, 1980. The matching grant program has increased steadily since it was first introduced by the firm in 1967.

According to Harrington Drake, chairman and chief executive officer of the firm and chairman of the Colgate University Board of Trustees, "The improvement in the Dun & Bradstreet matching gifts

program is another concrete demonstration of the corporation's commitment to assist higher education in meeting its obligations, particularly now as colleges and universities face the pressures of increasing costs."

Any Dun & Bradstreet employee or retiree who is an alumni of Lindenwood or who has children currently attending are encouraged to take advantage of the firm's inspiring and unique program, said Edward D. Watkins, Lindenwood director of development. Further details on the program can be obtained by contacting Watkins at (314) 946-6912.

Annual personal gifts of up to \$2,000 made to accredited, nonprofit colleges or universities in the United States like Lindenwood will qualify for the four-to-one Dun & Bradstreet matching gift. As a result, the firm will provide up to \$8,000 per employee annually to support higher education.

**Register Now  
Summer Session  
June 6-August 2**



# National CPI Is Formed

Continued from page 10

American businesses are losing millions of dollars annually because employees cannot read, write or do math well enough to handle basic tasks.

Stating that "productivity growth must be supported by well-educated people," Lindenwood Colleges Presi-

dent James I. Spainhower said the institution is increasing its measurement of general skill performance, focusing upon written and verbal communications as a means of strengthening basic academic skills.

An example of this is the CPI's first prototype program involving a cooperative educa-

tional agreement between Lindenwood and the new General Motors Assembly Division in Wentzville. The joint venture is designed to increase the skills of GM workers at Wentzville by providing academic credit and instruction.

"Many employers today feel that college graduates are not

being introduced adequately to work prior to entering a full-time vocation," said Watkins, the editor and coauthor of the book, *Preparing Liberal Arts Students for Careers*, published in 1979 by Jossey-Bass.

"Most Americans are occupationally illiterate and make career decisions on the basis of a ridiculously small amount of information, a situation that causes job dissatisfaction and low productivity. This problem has unfortunate economic implications in the United States," he said.

To better prepare students for more productive employment, Lindenwood is one of the few institutions in the Midwest to receive a competitive \$72,000 federal grant. It is being used for the implementation of a cooperative education program to better serve the mutual needs of future graduates and the area business community.

Watkins, who drafted the grant application, said the program offers Lindenwood students and area employers with learning options, consisting of full-time cooperative education, part-time internship programs, summer jobs and part-time employment. Compensation for students in the program consists of salaried positions, volunteer time or college credit of up to 18 hours during a four-year period.

"The answer to productivity growth rests in the educational preparation system and is not found in Japan but in the United States," said Watkins who recently toured four Chinese universities and the Japanese Productivity center.

"I came back with the conviction that productivity growth must be supported by an educational system that promotes societal values, skill performance and work preparation. Because of this conviction, Lindenwood has formed the national CPI," Watkins stated.

"The CPI is utilizing Lindenwood's goals and facilities to address these major educational issues as a means of increasing long-range productivity growth in the United States," he concluded.



**You may know a student  
who will qualify  
for a**

## LINDENWOOD COLLEGE LEADERSHIP SCHOLARSHIP

**\$4,000.00 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 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: apply to and 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.

A scholarship has a maximum value of \$1000 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 FORM

I wish to nominate: Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

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

High School / College \_\_\_\_\_

Nominator: Signature \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Employer \_\_\_\_\_

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