

# COMMUNIQUE

"Your Communicative Link with the Lindenwood College"

Vol. 2, No. #24; Feb. 6, 1984

## 'THE PRESIDENT'S PREFACE'

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

There is a sense of adventure 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.



## A 'THANKS' TO YORK STEAK HOUSE

Appreciation is conveyed to York Steak House in Jamestown Mall and its general manager, Ed Halliday, for contributing to the recent "Coke Night" featuring basketball doubleheader games with both the men's and women's teams. Eight complimentary dinners were donated to fans attending last week's game at St. Charles High School in addition to prizes and promotional products furnished by the Coca-Cola Bottling Co. of St. Louis. Lindenwood junior Sam Reading, an employee at York Steak House, was instrumental in securing the gifts.

## SHILLER NAMED 'OUTSTANDING YOUNG EDUCATOR'

Alan H. Shiller, assistant professor of speech in the Communications Dept., has been named "Outstanding Young Educator," an annual community award citation presented by the St. Charles Jaycees. Shiller, who received the award at a community dinner recently, has been a member of the Lindenwood faculty since 1980. He holds an undergraduate degree from Emerson College and a master's from Purdue University.

## BENEFIT FASHION SHOW SET MARCH 10

Lindenwood's St. Louis Alumni Club will sponsor a benefit fashion show and luncheon on March 10 at Schneithorst's Hoffmberg Inn in Ladue. Proceeds from the event will be used for scholarship awards to deserving students at Lindenwood. Women's fashions for the benefit have been furnished by Boyd's of St. Louis and arranged for presentation by Suzanne Glenzy, a 1979 alumna and women's buyer at Boyd's who will coordinate the fashion show. Tickets, priced at \$15 each, go on sale this week and are available from alumni club members or from the Alumni Affairs Office on campus. For further information, contact Joanne O'Keefe, club president, at 869-3057, or Esther Fenning at the Alumni Affairs Office, extension #317.

## MAY TERM TO FEATURE STUDIES IN SPAIN

The Modern Languages Dept., under the direction of Anthony Perrone, chairman and assistant professor, is sponsoring a spring term in Spain, May 7-31. The trip is designed as an academic program for students who want to receive credit, and as a non-academic program for those interested in experiencing the richness and excitement of the life and culture of Spain.

James I. Spainhower, President

Randy L. Wallick, Editor

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Designed to acquaint students with various aspects of Spanish life, history, culture and institutions, the trip will include visits to Madrid, Toledo, Segovia, Avila, the Valley of the Fallen, Salamanca, Zaragoza, Barcelona, Valencia, Granada, Sevilla, Cordoba, Merida and other cities. The cost of the total package is \$1,239, including round-trip airfare from Chicago to Madrid, lodging with continental breakfast and lunch, bus transportation to various sites, lunches and admissions to many historic and cultural sites. For complete details on the May term in spring, contact Perrone in 211 Butler, or call him at extension #336.

### VALENTINE'S DAY SALE AT BOOK STORE

Students, faculty and staff are invited to take part in a one-day promotional sale on Valentine's Day, February 14, at the Book Store. Manager Gene Goldstein and his staff are offering numerous discounts and reductions on Lindenwood shirts and jackets, stuffed animals, novelties, Valentine's Day cards and miscellaneous merchandise. Stop by and check out the deals at the Book Store next week!

### SENIOR, FACULTY MEASUREMENTS DUE BY FEBRUARY 21

Both seniors graduating in May and faculty members requiring caps and gowns for spring commencement must be measured for fittings at the Book Store by February 21st. A \$10 late surcharge will be added to all cap and gown orders for those not adhering to the deadline.

### PASS OUT THE CIGARS!

Ann Canale, Ph.D., assistant professor of English, and her husband, Knut Tarnowski, Ph.D., are the proud parents of a daughter, Martha Canale Tarnowski, born on January 5 at St. Joseph Health Center. Martha, the couple's first child, weighed eight pounds, 12 ounces, at birth.

### MARKETING CONFERENCE OPEN TO LINDENWOOD STUDENTS

"Success through Marketing" is the theme of the American Marketing Association of St. Louis' 23rd annual marketing conference, scheduled February 24 at the Clarion Hotel in St. Louis. The one-day event will include a number of outstanding lectures and discussions, including Thomas R. Elrod, vice-president of marketing for Walt Disney World, speaking on "Marketing a Mouse and His Magic Kingdom"; and Maxine Clark, executive vice-president of marketing for Venture Stores, Inc., speaking on "Retail Marketing - a New Way To Spell Merchandising." The conference also will include tours of Anheuser-Busch, Inc., KMOX-TV studios, Gardner Advertising and D'Arcy-MacManus & Masius Advertising Agency.

The conference will offer broad appeal to Lindenwood students in Business Administration programs, particularly those in fashion marketing, states Lynn Moore, chairman of the Fashion Marketing Dept. In addition, an outstanding marketing student from Lindenwood will be honored at the luncheon presentation. For further information on the St. Louis conference, contact Moore at extension #395, or Marilyn Leach in the Business Administration Dept., extension #266. Registration, priced at \$20, must be received by Wednesday.

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