

COMMUNIQUE

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GREEN FOUNDATION AWARD - Lindenwood has received \$20,000 from the Allen P. and Josephine B. Green Foundation of Mexico, MO, which will be utilized for student scholarships this fall. The philanthropic foundation honors the memory of the Greens, grandparents of former Gov. Christopher S. Bond, who operated a brick refractory business in Mexico. The gift to Lindenwood is a renewal of a \$20,000 contribution given by the Green Foundation in 1984.

From the new contribution, the college will continue the Green Leadership Scholarship program. Open to high school seniors and college transfer students, the awards will be made on a competitive basis to those with at least a 2.5 GPA "who have established a record of achievement through participation and leadership in school activities and/or service to the community or church." Preference will be given to students who intend to enter a vocation in the medical or children's services area, the foundation said.

The funding from the Green Foundation will be combined with nearly \$700,000 which has been earmarked this year by Lindenwood for scholarships to deserving students who have enrolled for the fall semester.

JOINS DEVELOPMENT/ALUMNI OFFICE - Lynne M. Landholt of St. Louis, a former marketing consultant for Diversified Medical Marketing Systems, Inc., of St. Louis, has been named Assistant Director of Development for the Annual Fund.

In the newly-created position, she will be in charge of the coordination and supervision of the annual alumni and St. Charles community fund-raising campaigns, including the Alumni Phone-a-Thon.

A May graduate of St. Louis University with an undergraduate degree in communications, Landholt served as a public relations intern at the East-West Gateway Coordinating Council and at Barnes Hospital prior to her position at Diversified Medical Marketing Systems. At St. Louis University, she was listed on the Dean's List, was active in volleyball intramurals and served as vice-president of Kappay Beta Phi Sorority.

EAT MORE - FOR LESS! - Gene Goldstein, director of auxiliary services, reports that Ayres Cafeteria is offering a 10% reduction in food prices for all faculty members, administration and staff employees and commuter students. Go ahead, pig out and save money doing it!

COURSE FOR STATE CERTIFICATION - "Methods of Teaching Children with Mental Retardation" is the title of a three-credit course to be offered by the Education Dept. on Tuesdays and Thursdays, 7-10 p.m.,

RANDY WALLICK, Editor

JAMES I. SPAINHOWER, President

"Linden Week Communique" is published each Tuesday morning during the fall, winter and spring semesters and biweekly during the summer. Produced as a joint effort of the college's Public Relations Office and Printing Center, it is disseminated to all faculty, staff and students. The deadline for submission of editorial copy is 9 am Monday prior to Tuesday's publication; copy should be sent to the Public Relations Office, #6 Roemer Hall.

beginning September 4. It will be taught by Betty Galls, newly-appointed Coordinator of Special Education and Desegregation for the St. Louis County Special School District.

Lindenwood is offering partial tuition scholarships for the course for graduate students currently under contract with an educational agency or a school district. For further information on scholarship availability and on registration procedures, contact the Education Dept.

OPERATIONS COORDINATOR NAMED - Dianna L. Clark of St. Charles has been named operations coordinator at KCLC Radio, replacing Leah Hollenberger. A former traffic director for WIL-AM Radio, she has an associate of arts degree from Springfield College in Illinois and an undergraduate degree from Sangamon State University.

Prior to joining WIL, Clark was a broadcast services worker for WSSR-FM in Springfield, IL. Active in Alpha Epsilon Rho, the national broadcasting society, she is immediate national Vice-President for Regional Development, a position in which she managed 13 regional directors who, in turn, managed 100 collegiate chapters for the society. She received the Regional Representative of the Year award by the society in 1980 and the Spirit of Alpha Epsilon Rho Award by the Sangamon chapter. In 1987, she will coordinate the society's national convention in St. Louis.

A member of the American Legion Auxiliary and American Business Women's Association, she has chaired the publicity committee for the St. Charles County 4-H's fund-raising group and has served as a volunteer for KETC-TV's community auction.

JOINS ADMISSIONS STAFF - Betty Wilder of St. Peters has joined Lindenwood as a secretary/receptionist in the Admissions Office, replacing Joann Massmann. Enrolled at Lindenwood, she has attended the University of Missouri-St. Louis, St. Louis Community College at Florissant Valley and St. Mary's College of O'Fallon.

AND, BABY MAKES THREE! - Jane Catherine is the name given to the daughter of Phyllis Morris, secretary in the Development Office, and her husband, Chris. Born June 13 at St. Joseph Health Center, the baby is the St. Charles couple's first. She weighed six pounds, six ounces, and was 19 inches long at birth.

NEW STUDENT ORIENTATION SEPTEMBER 1-3 - A variety of activities are planned next week during New Student Orientation. September 1 highlights include an Alumni Council Reception in the MAB from 9-11 a.m.; residence hall checking in from 9 a.m. to 1 p.m.; a service at the Lindenwood College Chapel at St. Charles Presbyterian Church at 10 a.m.; campus tours at 10 a.m., 11 a.m., noon and 7:30 p.m.; a "Nuts and Bolts" session for parents from 2-5 p.m. in Jelkyl Theatre; pre-testing from 2:30-5 p.m. in Young Hall; a slide presentation at 6:30 p.m. in Butler Library; an LSG open meeting at 6:30 p.m. in Niccolls Hall; a commuter students meeting at 8 p.m. and an ice-cream social at 9 p.m. in the Student Center; and meetings in residence halls at 10:30 p.m.

September 2 activities include breakfast from 8-9 a.m. in Ayres Cafeteria; a work study/work service information meeting at 9 a.m. in Young Auditorium; a "Study Skills" workshop at 9:30 p.m. in Young Auditorium; a preceptor meeting at 10:30 a.m. in Young Hall; registration from 1-4:30 p.m. in offices of preceptors; a "Progressive Dinner" at 5 p.m. in McCluer, Irwin and Cobbs halls; and a pool party at Cobbs from 8-10 p.m. September 3 activities include registration from 9 a.m. to noon; lunch from 11:30 a.m. to 1 p.m. on the Quad; an

LSG rally at noon at the Gazebo; an activities fair at 1 p.m. in the Student Center; a women's soccer game with Missouri Baptist College at 4 p.m.; a faculty "Mix and Mingle" in Butler Library at 7:15 p.m.; residence halls open houses at 9 p.m.; and a pizza party by the Admissions Office at 10:30 p.m. in residence halls.

CAP CENTER POSITION OPEN - The Consolidated Advising Program (CAP) Center has a part-time position for a career specialist. It requires a working knowledge of career planning and placement; excellent oral and written communications skills; and the ability to work with faculty, administrators and diverse student and employer populations. Hours include some evenings and weekends. To make a nomination, to apply, or to receive a more detailed job description, contact Randi Kapp, director of the CAP Center, at extension 237. The deadline for applications is this Friday, August 30.

AUDITIONS OPEN FOR CHAMBER SINGERS, ENSEMBLE - Auditions for the Lindenwood Chamber Singers and the Lindenwood Women's Ensemble will be held September 4, 5 and 6 in Room 107 of the Fine Arts Bldg. No special preparation is required for auditions, and all interested students are encouraged to participate, said Nancy P. Fleming, director of the Chamber Singers and Women's Ensemble. Those who want to audition can check available times and sign the sheet posted on the door of Room 107. Auditions will be held throughout the day on the three dates.

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WOODBLOCK EXHIBIT AT HENDREN GALLERY - Woodblock prints and drawings by St. Louis artist Ann Lehman will be on exhibit September 3-26 at the Harry D. Hendren Gallery in the FAB. Hours are from 9 a.m. to 5 p.m. weekdays and 1-4 p.m. on weekends. A reception to honor the artist, open to all, is slated from 2-5 p.m. September 8 at the gallery.

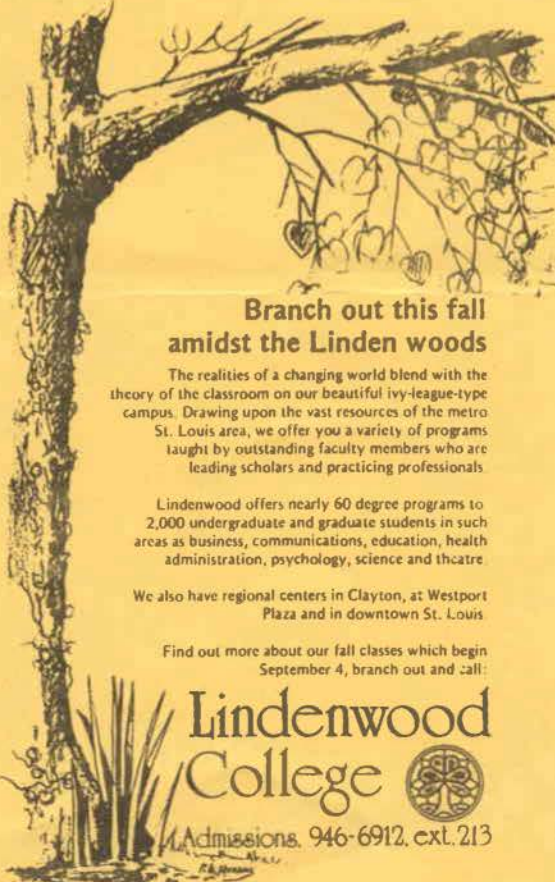
Works by Lehman have been shown in one-person and group exhibits in Taiwan and Japan as well as St. Louis. She has studied in China and Japan and, frequently, she presents lectures and demonstrations on the aesthetics and techniques of Japanese woodblock printing.

MARKETING PROGRAM LAUNCHED - Lindenwood has started its 1985-86 marketing program with utilization of print and broadcast media coupled with increased recruiting efforts by admissions counselors. Now in its second year, the expanded marketing efforts are part of the Lindenwood Awareness Campaign, a multi-faceted program involving community and media relations, advertising, marketing, recruiting and fund-raising endeavors.

This fall's segment of the program features professionally-recorded 60-second spots being aired on two leading stations, KADI-FM and KY98-FM. Targeted toward non-traditional students, the commercials stress the affordability and accessibility of a Lindenwood education in addition to the quality aspects of undergraduate and graduate programs. The radio spots are being complemented by display ads appearing during the next few weeks in the ST. CHARLES POST, ST. LOUIS POST-DISPATCH and ST. LOUIS BUSINESS JOURNAL, a copy of which is produced in this issue of the "Linden Week Communique."

Upcoming marketing efforts include the cosponsorship of pre-game broadcasts for all away games of the St. Louis Football Cardinals on KMOX-AM Radio, and the possible rental of billboard space along Interstate 70 and production of a video for utilization by admissions counselors.

Marketing efforts for Lindenwood College are a joint effort of the Public Relations Office, headed by Director Randy L. Wallick, and the Admissions Office, headed by Dean Miriam King-Watts.




**Branch out this fall
amidst the Linden woods**

The realities of a changing world blend with the theory of the classroom on our beautiful ivy-league-type campus. Drawing upon the vast resources of the metro St. Louis area, we offer you a variety of programs taught by outstanding faculty members who are leading scholars and practicing professionals.

Lindenwood offers nearly 60 degree programs to 2,000 undergraduate and graduate students in such areas as business, communications, education, health administration, psychology, science and theatre.

We also have regional centers in Clayton, at Westport Plaza and in downtown St. Louis.

Find out more about our fall classes which begin September 4, branch out and call:

**Lindenwood
College** 

Admissions, 946-6912, ext. 213