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# COMMUNIQUE

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LINDENWOOD  
COLLEGE

Vol. 7, No. 29

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## PEOPLE, NEWS & NOTES

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### Committee Seeks Student Orientation Leaders

The Orientation Committee is seeking interested students to be SOS (Student Orientation Services) Leaders for the August 1989 New Student Orientation. The duties entail assisting with check-in, accompanying assigned group of students to scheduled activities and events, being available for questions/concerns and making follow-up contacts with individual students throughout the first semester.

Applications are available in the CAP Center. If you have any questions regarding the SOS Program, please contact **Kathy Quinn**, Ext. 222. **Application deadline is Friday, March 24.** (Kathy Quinn, Programs and Residences.)

### Center Reschedules "Changes, Challenges, Choices" Workshop

Because of the snowy and hazardous driving conditions from a major snowstorm, the "Changes, Challenges, Choices" Workshop previously scheduled for March 7 was postponed.

The program has been rescheduled for March 21 from 7 p.m. to 9 p.m. in Niccolls Hall. Representatives from the Career Services and Admissions Offices will conduct the special workshop for adults interested in beginning or returning to college. The workshop is designed to help adults explore reasons for lifestyle changes, the decision-making process, facts about adult education and resources/support services.

To register for this free workshop, call **Debbie Coats** at 949-2000, Ext. 307.

### Health Fair Includes Cholesterol Screening On Campus

Cholesterol screening is one of the booths planned for the upcoming Health Fair that will kick off Wellness Week 1989 on Monday, March 20. In order to justify bringing the professionals and equipment involved to our campus, we must be able to demonstrate sufficient interest and participation on the part of staff, faculty and students.

To do this, we need your pre-registration before Thursday, March 16. The available screening times will be from 11 a.m. to 2 p.m. in the cafeteria. The cost is \$5.00 which is to be paid in advance at the time of pre-registration.

You may reserve a time that is most convenient for you by contacting either **Pat Young** at the Health Center, Cobbs Hall, Ext. 270, or **Deanna Rasch** at the CAP Center, Niccolls Hall, Ext. 237. Pre-registrations will be accepted on a first-come first-served basis. (Deanna Rasch, CAP Center.)

### DMB&B Garners Top Awards For College Advertising

Exciting advertising efforts to market adult admissions through the creative works of **D'Arcy, Masius, Benton & Bowles (DMB&B) St. Louis** have resulted in top awards for Lindenwood College.

Admissions Marketing Report, an international publication for college and university admissions, has awarded the following honors to Lindenwood's DMB&B advertising:"

- **Newspaper/Less Than Full Page-"Gold" Award "OK?" Ad-D'Arcy Masius Benton & Bowles**

**Newspaper/Series-"Gold" Award "Flash Cards" "Paper Work" Ads-DMB&B**

**Newspaper/Series-"Merit" Award "PDQ" "NBC" "OK?" Ads-DMB&B**

**Annual Reports-"Merit" Award 1988 Annual Report-DMB&B**

**Logo/Letterhead-"Gold" Award Logo/Letterhead Design-DMB&B**

**Radio Advertising/Series-"Gold" Award "Wrong Number" "Executive" "Secretary" Ads-DMB&B**

Word has it that Admissions Marketing Report is planning a special feature on Lindenwood's adult admissions, because of the college's unique and innovative programs for adults.

DMB&B advertising efforts were initiated by Board of Directors Development Chairman **Clayton E. Wilhite and Jim Thompson**, executive director of development and college relations at Lindenwood. Mr. Wilhite and his team of hard-driving creative talent, including **Ken Mihill, Joe Einspanier, Wes Custer, Bob Currie and many, many others** have greatly expanded the horizon for Lindenwood's marketing and nationwide recognition. Those participating from the college were **Jim Thompson, Arlene Taich, Marsha Parker, Jim Swift, Ed Ruhlman, Maggie Kracke and Phyllis Morris**.

Thanks to D'Arcy Masius Benton & Bowles, targeted adult admissions have risen in the winter quarter. On behalf of the college, we extend a hearty round of applause for the energetic efforts of Clayton Wilhite and the entire DMB&B team. (Phyllis Morris, Public Relations.)

### Basketball Co-Captains Thank Fans

The men's basketball team would like to thank all their fans for the great support that was given throughout the season. Said Team Captains **Tim Turner and Todd Davis**, "You (the fans) are our 'sixth man.' Many thanks!" (Submitted by Tim Turner and Todd Davis, men's basketball.)

## Lenten Lunch Series Resumes

The Lenten Lunch Series, "How My Mind Has Changed," resumes this week with a presentation by **Dr. Edith Graber** on Wednesday, March 15 from noon to 1 p.m. in the Legacy Room of Ayres Cafeteria. Dr. Graber is chairperson of the sociology/anthropology department.

All faculty, staff and students are welcome to attend. The Lunch Series is sponsored by the **Reverend George Wilcox** and **Father John Schneider** of the Chaplain's Office. (George Wilcox, Chaplain's Office.)

## Lindenwood Hosts Creative Happening

Lindenwood College students, faculty and staff are invited to attend a "Creative Happening" on Wednesday, March 15 at 6:30 p.m. in Butler Library. This is an "Open Mike" night, so bring your creative works to share and participate with others. Refreshments will be served. (Diane Moore, "The Griffin.")

## Griffin Accepts Submissions For Next Publication

The Lindenwood College Griffin Society is now accepting written works for possible publication in the May, 1989 edition of The Griffin. All submissions are welcomed. Please send works to the Lindenwood College Griffin Society, Box 692. For more information, call **Diane Moore** at 925-2511. (Diane Moore, Griffin Society.)

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## CALENDAR CLIPS

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### Through March 17

#### Bookstore Sale

**ALL LINDENWOOD JACKETS AND SWEATERS 25% OFF!**  
Save 1/4 while they last.

### Through March 17

#### Cap and Gown Measurements

Graduating Seniors who plan to participate in Commencement '89 may order Caps, Gowns, etc. at the Bookstore. Deadline for measurements is March 17, so stop by today or at your earliest convenience. And Seniors, while you're there, pick up graduation announcements for family and friends.

### March 15

#### "How My Mind Has Changed"

Lenten Lunch Series. 12-1 p.m., Legacy Room, Cafeteria.  
Guest speaker: Dr. Edith Graber.

### March 15

#### Deadline for Presbyterian Scholarship Nominations

For more information, contact the Public Relations Office, Ext. 383.

### March 16 (Please note date correction)

#### "Closing of the American Mind" Discussion

12-1 p.m., Legacy Room, Ayres Cafeteria.  
Featured moderators: Dr. Richard Wier and Dr. Alan Meyers.

### March 17 Through April 14

#### "Ceramics By Les Miley"

University of Evansville Professor of Art displays wheel-thrown clay works in the Harry D. Hendren Gallery. Gallery hours: Weekdays 9-5 and Weekends 1-4  
"Meet the Artist" Reception, 4 to 8 p.m., March 17, Hendren Gallery.

### March 17

**Deadline Commencement '89 Cap&Gown Measurements**  
Campus Bookstore.

### March 21

**"Changes, Challenges and Choices" Workshop for Adults**  
7-9 p.m., Niccolls Hall. To register for this free workshop, call Debbie Coats, 949-2000, Ext. 307.

### March 21

#### "Career Exploration"

3-4 p.m., Niccolls Hall CAP Center. Workshop for Lindenwood freshmen. Registration required, call Ext. 237.

### March 22

#### "Resume Writing/Interviewing Skills"

6:30-8 p.m., Niccolls Hall CAP Center. Workshop for Lindenwood Seniors, LCIE and Evening Students. Registration required, call Ext. 237.

### April 3

#### "Job Search Techniques"

6:30-8 p.m., Niccolls Hall CAP Center. Workshop for Lindenwood Seniors, LCIE and Evening Students. Registration required, call Ext. 237.

*"Communique" is a publication of Lindenwood College Public Relations. Copy from students, faculty, staff and other college friends is welcomed. Deadlines: Copy must be submitted in writing and delivered to Campus Box 652 by 3 p.m. each Thursday. Please include the name of the person submitting copy and a phone number to contact for questions. Thank you!*