

### Dennis Finley is Employee of the Month for October

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Dennis Finley, housekeeper in Young Hall, has been named Employee of the Month for October. He began his employment at Lindenwood University's Historic Daniel Boone Home in 1998, left the organization for a brief time, and then returned to the school in 2008 to assume his current position at the St. Charles campus.



"Before Lindenwood acquired the property, I was already working at the Boone Home transporting and restoring historic buildings," said Finley. "I worked out there for a total of nine years, working with the log cabins, doing maintenance on the facilities and the grounds, and overseeing the Boy Scout troops who came out to earn their different merit badges."

Finley said he felt fortunate to be able to come back to Lindenwood after being employed for two years at a St. Louis lumber company.

"I really like working in the diverse environment here at Lindenwood, which I think is better than being out there on your own. There are always interesting people here and I think that makes for a better, more interesting atmosphere."

Finley's enthusiasm for his job and his strong work ethic have been praised by many Lindenwood employees, including Marilyn Abbott, Ph.D., Dean of the School of Sciences.

"Dennis follows up quickly to make sure things are fixed, he is always concerned that the building reflects well on our school, and he is also very effective in supervising his Work and Learn students," she said. "We are so lucky to have him in charge of our building. It looks better now than I have ever seen it look in the 10 years I have been in Young Hall."

### Did You Know?

**Did you know that George and Mary Sibley helped abolitionist Elijah Lovejoy escape from a lynch mob? On October 1, 1837, Lovejoy preached two sermons at a St. Charles Presbyterian church, which infuriated local slave owners. That evening, as the slave owners were planning to abduct Lovejoy, someone warned him and he came to Lindenwood, where he was given a horse by the Sibleys to escape to Alton, Ill. Lovejoy was murdered a month later by an Alton mob.**

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### Witherspoon Awarded Doctoral Degree

Pernell Witherspoon, assistant professor of criminal justice, has earned a doctorate in criminology and criminal justice from the University of Missouri-St. Louis. He successfully defended his dissertation, "Minority Group Threat and Racial Profiling: An Analysis of Pretextual Traffic Stops and Outcomes in Missouri Municipalities," on Friday, Nov. 12.



Witherspoon has long been interested in the study of racial and criminal issues. His experiences during his 16 years as law enforcement officer in Atlanta, St. Louis City, and St. Louis County, prompted the selection of his doctoral research.

“Race matters are some of the most controversial issues in the criminal just system,” said Witherspoon. “And having the opportunity to witness firsthand the complexity surrounding those issues spurred my interest further.”

Witherspoon’s arguments centered on research from the Missouri attorney general’s racial profiling data that shows as black populations increase, citizens become fearful and pressure authorities to control the perceived threat.

“Police officers can stop motorists for minor traffic violations so other concerns and law violations can be explored,” he said. “When the police are directed to control that perceived threat, they are more likely to stop black motorists at higher rates than whites.”

Now in his sixth year at Lindenwood, Witherspoon plans to further explore his research interests and continue teaching at the University.

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## Boyd to Appear in Business and Politics

An article co-authored by James W. Boyd, Ph.D., chair of the Lindenwood University School of Business and Entrepreneurship Finance Department, has been accepted for publication in *Business and Politics*. The article is titled, “Abnormal Returns from the Common Stock Investments of Members of the U.S. House Of Representatives,” and will be published by the research journal in 2011.



Boyd collaborated on the piece with three other contributors, including Alan Ziobrowski of Georgia State University, Brigitte Ziobrowski of Augusta State University, and Ping Cheng of Florida Atlantic University.

“This project goes back to the mid 1990s, when the Ziobrowskis were doctoral students at Kent State University in Ohio and I was a member of the faculty there,” said Boyd. “Alan got interested in this question of whether people in Congress had an advantage buying stocks because of the information they are privy to. I got in on the project because I had access to a lot of the data that was needed to research the issue.”

The article is one piece of a two-part series penned by the group on the topic. The first article focused on the same issue among members of the United States Senate, and was published in 2004 in the *Journal of Financial and Quantitative Analysis*. It also received an award from the American Political Science Association and coverage from the *Wall Street Journal*, *Christian Science Monitor*, and various other major publications.

“This paper about the House did not have near that kind of luck, and after it continued to be ignored by finance journals we sent it to Business and Politics and they loved it,” Boyd said. “It’s very exciting because it’s the first time it’s being published after such a long time. Now that it’s been accepted, it’s just a question of when it will run, probably in the spring.”

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## Edwards Receives RESPECT Honor

George Edwards, Ed.D, associate professor in the Lindenwood University School of Education and area coordinator of the University's North County Education Program, has been selected by the National Sorority of Phi Delta Kappa as a 2010 "Reading Educators Service Program-Engaged in the Community Testimonial (RESPECT)" honoree. He received the recognition during a special luncheon on Saturday, Nov. 13, for his many professional and civic contributions in the field of education.



"The group's focus is to promote the highest ideals of education, and the RESPECT award honors specific groups or individuals who do that. My nomination was anonymous and I was brought to the attention of the organization as a candidate based on my background and experience," said Edwards. "They asked me to complete the application and send in my resume, and the next thing I know, they sent me a letter congratulating me on the award."

Prior to coming to Lindenwood, Boyd worked for nearly 40 years as a teacher and administrator in the St. Louis public school system. He maintains a strong relationship with the district by participating in a mentoring program sponsored by the Missouri Department of Elementary and Secondary Education, through which he counsels first and second-year principals.

"It was a humbling experience to receive an award because I don't do what I do for recognition. It's a passion," Edwards said. "I could not have spent all these years in one career and not have a love for working with students, parents, and community stakeholders. If I know I have put forth my best effort in providing the best education opportunities for those I serve, that's gratifying enough."

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## Eberhart Leads Cruze Marketing Efforts

Lindenwood University Assistant Professor of Marketing Judy Eberhart recently oversaw the school's participation in a semester-long contest sponsored by the St. Louis Local Marketing Association of Chevy Dealers. Teams of undergraduate students worked throughout the semester to create promotional plans for the company's new 2011 Chevrolet Cruze, and two of those teams were selected to advance further in the competition.



"The target market for the Cruze is college students, so it makes sense that Chevy would want to tap into the promotional ideas of those students," Eberhart said. "We were glad to take advantage of the opportunity, because they learned real-life skills in putting these plans together and they were excited to do it. I've never seen so much excitement in a classroom before."

The winning teams were selected by Eberhart from groups within her participating marketing courses. Each team was judged on its focus in the following areas: advertising, media, digital promotion, social marketing, and experiential marketing.

"I'm so proud because they all invested so much in their projects," Eberhart said. "It was so hard to choose because they all turned out very high quality work."

The two selected teams executed their plans during the Lindenwood Lions football game on Saturday, Nov. 5, and were featured in a segment about the competition on the CBS morning show, "Great Day St. Louis," between 10 and 11 a.m. on Thursday, Nov. 18. The St. Louis Local Marketing Association of Chevy Dealers will ultimately pick the overall winning team and carry out elements from the chosen plan.



## School of Sciences Shows Off Trivia Chops

Congratulations to the trivia team from the Lindenwood University School of Sciences, which came in second place in the Lindenwood Student Council for Exceptional Children Trivia Night on Friday, Nov. 12.

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