

Cruz Named August Employee of the Month

Elvin Cruz, electrician in the Lindenwood University Maintenance Department, has been selected as the Employee of the Month for August.

Cruz has worked at Lindenwood since 2008. Prior to that, he spent five years with a construction company contracted by Lindenwood to perform electrical work around campus.



Staying true to his specialty, Cruz now works mostly in the J. Scheidegger Center for the Arts.

“There’s a lot of diversity in the electrical work there, especially in the theatre and television departments,” he says. “I’m always learning something new, and I like that because it keeps my skills fresh.”

Cruz also assists with electrical needs for the Lou Brock Sports Complex and nearby baseball offices, as well as in other areas when necessary. His dedicated efforts installing new lighting in Hunter Stadium are what earned him the Employee of the Month recognition.

“He braved the 100-plus degree August heat for several consecutive days atop a lift in the stadium,” wrote Cruz’s nominator. “The final part of his unsung, unheralded performance was a 9 p.m. to 3 a.m. stint carefully pointing and directing the lights to the proper locations on the field. His efforts are appreciated, and his kindness and work ethic are true reflections of the Lindenwood spirit.”

Cruz said he was honored to receive special recognition for his work but was quick to share credit with his co-workers.

“Dave Powell and I worked together through the summer months on that project, which is what we normally do,” he said. “We all help each other. There’s a whole team of people working together behind every accomplishment.”

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Did You Know?

Did you know that the inner doors to Butler Library are covered with cow hides? The doors, which have been overlaid with leather since the opening of the library in 1929, were re-upholstered in 1981. It took five hides to completely cover the doors.

Singer Receives Distinguished Research Award

Robert Singer, PhD, Associate Professor of Accounting at Lindenwood University, has received the Distinguished Research Award from the Academy of Accounting and Financial Studies. He received the honor for co-authoring a paper titled “Goodwill Impairment: A Comparative Country



Analysis,” which has been accepted for publication in the *Academy of Accounting and Financial Studies Journal*.

The empirical study evaluates the feasibility of instituting a single set of global accounting standards. The paper argues that even if one set were to be universally accepted, unique cultural and institutional customs would result in different applications of those standards.

Singer, who is a certified public accountant, was inspired to conduct further research on the topic after delivering an address on the goodwill impairment standard to a group of local accounting professionals.

He collaborated on the award-winning research paper with Zane Swanson, of the University of Central Oklahoma, and Alexis Downs, of Oklahoma City University. Once the paper was written, the trio made adjustments to the piece based on feedback they gathered during local and international conference presentations.

The final paper was submitted to the *Academy of Accounting and Financial Studies Journal* earlier this year. The *Academy of Accounting and Financial Studies* is an affiliate of the academic publishing organization *Allied Academies*.

Singer and his colleagues were delighted to learn that not only was the paper accepted for publication in the journal, but it also earned the 2012 Distinguished Research Award.

“This is the result of more than seven years of hard work,” Singer said. “There are relatively few papers that are accepted by the journal and even fewer that receive the award, so we are extremely proud of these accomplishments.

“It couldn’t have been done without the support of my Lindenwood colleagues, Drs. Roger Ellis, Peter Onyia, Ed Morris, and Renee Porter. I’m grateful to work with such a stellar team.”

Singer has been an instructor at Lindenwood University since 2009. His research interests include international accounting issues, with a focus in international financial reporting standards.

Oldham Publishes in *SUCCESS Magazine*

Charlene Oldham, Adjunct Professor of Communications at Lindenwood University, published this summer her first article in *SUCCESS Magazine*. “Punch Up Your Presentations” was published in July of 2012.

Oldham, who also works as a freelance writer, was inspired to pen the article on media presentations through the Written Communication for Business course she teaches at the University. She was impressed with use of the PowerPoint alternatives students were using in her class, and she decided to share those resources with others.



“The tools mentioned in the textbook and the presentation creators some of my students use made me think that a lot of business professionals would like to know about them as well,” Oldham said. “Working with the students at Lindenwood always helps give me new ideas for freelancing and for writing in general.”

Oldham also recently contributed an article to *Wow! Women on Writing*, an online magazine dedicated to promoting communication among women writers, authors, editors, agents, publishers, and readers. She has also published three additional articles in *SUCCESS Magazine* since July and

is currently working on another piece for the publication.

Paper By Daly, Grad Student Accepted for Publication

Shelly Daly, PhD, Assistant Professor in the School of Business and Entrepreneurship, has announced that a research paper she co-authored with a Lindenwood graduate student has been accepted for publication in the *Journal of Business Case Studies*. “International Expansion: A Case Study of Mongolia’s Dairy Market” is the fourth work of hers to be accepted by the Journal.

“I had a group of students one particular term that impressed me so much with their papers that I thought they were publishable if we worked on them,” Daly said. “That was the genesis of the project. Now, if a paper comes across my desk I think has potential, then I approach the student to see if he or she is interested in pursuing it further. If so, then we go from there.”

With a specialty in international business, Daly’s work with her students has focused primarily on Eastern Europe. Additional stories published in the Journal to which she’s contributed explore transitional exporting between Russia and Georgia, the Ukraine lumber market, and ethics in Uzbekistan.

Daly has also submitted a paper, involving the country of Kyrgyzstan, that’s currently being consideration for publication by the Journal. If accepted, the piece will complete the set of cases that can be studied either as independent concepts or as an entire unit on emerging markets.

“These accomplishments are simply a reflection of the student diversity and potential that’s being cultivated at Lindenwood,” said Daly. “It’s a reflection of the quality of work being produced here.”
