



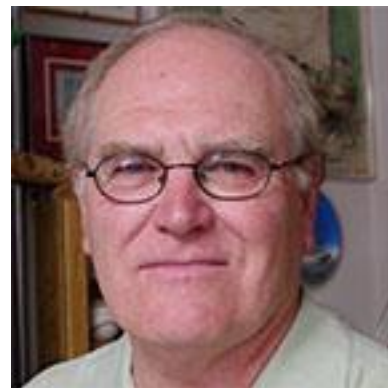
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Did You Know?

Did you know that in the 1920s, hazing freshmen was the norm at Lindenwood? In a much more benign form than what is known today, the hazing included making the freshmen wear beanie caps, blacken one eye with shoe polish, and tie a long string to a peanut and drag it behind them wherever they went.

Cernik Celebrates 25 Years at Lindenwood

Dr. Joe Cernik, Department of Public Affairs and Administration chair and Professor of Political Science and Public Administration, is celebrating his 25th year at Lindenwood.



When Cernik started teaching at Lindenwood in August 1990, Lindenwood was still known as Lindenwood College and the enrollment was a little smaller.

"For at least the first five years that I taught, I had only one course that met in a classroom. My other courses were small enough to hold in my office," Cernik said. "I knew every faculty member and probably ran into all of them over the course of a few days."

Lindenwood has seen unprecedented growth since then, both in enrollment and size.

"What has made me feel very good inside is the tremendous increase in the percentage of political science and public administration students going to law school, graduate school, and even working on or receiving doctorate degrees,"

Cernik said. "Easily more than 65 percent of my graduates have gone on for a professional or graduate degree. That may not seem impressive in the abstract without comparison to other schools, but it is significant."

Cernik has accomplished a lot at Lindenwood in 25 years. He won two fellowships, is the editor of the *Missouri Policy Journal*, was named the Student Government Association Professor of the Year and Emerson Teacher of the Year, won a Governor's Excellence in Teaching award, won two Lindy Awards for his LUTV shows *Insight* and *Books & Strikes*, and logged more than 250 appearances as a political analyst on KTVI Fox 2 and KPLR 11 television.

Cernik is actively involved outside of Lindenwood in one of his passions: baseball. He said he is extremely proud of starting a 60-and-over baseball league.

"The Lions, made up of faculty, coaches, alumni, and, last year, a Board of Directors member, play all their games at Lindenwood," Cernik said. "I pitched more than 90 innings this season."

Cernik says that Lindenwood is more than an employer, but a family school to him. He received his MBA from Lindenwood, and his children either attend or are alumni.

"My daughter Caitlin has her BA in social work and MA in counseling from Lindenwood," Cernik said. "My daughter Colleen has her BFA in studio art from Lindenwood. My son Colin is currently a junior math major, and my daughter Marin, a psychology major, is currently a sophomore; within a few years, an entire alumni family."

Kiel Wins Terry Leet Researcher Award

Deborah Kiel, PhD, RN, Associate Professor and Director of Graduate Studies at Lindenwood University's School of Nursing and Allied Health Sciences, won the Terry Leet Researcher Award from the Maternal, Child, and Family Health Coalition of Greater St. Louis.



Kiel is the seventh winner of the award, which can be for individuals or groups, and she will be recognized at the Standing Up for Mothers and Babies Awards Dinner on Oct. 8 at Chase Park Plaza in St. Louis for her significant research contributions to maternal and child health.

"I've worked over 35 years as a public health practitioner," Kiel said. "This is really an honor that my colleagues have given me."

Kiel researches ways to improve infant mortality rates, looking at information on the physical health of mothers, the mothers' weights, the preconceptions of health, and current health policies and how they affect new and expectant mothers. She said infant mortality rates are higher in the U.S. than many other industrialized countries.

"I really look at how health factors intersect and affect birth outcomes," Kiel said. "It's complicated. I look at the whole thing."

Kiel is nationally certified as a clinical nurse specialist in community health nursing and serves on the Community Advisory Council of the Missouri Foundation for Health. She was the founding chair of the Maternal, Child, and Family Health Coalition.

The coalition was founded in 1999 with a mission of improving birth outcomes, promoting healthy families, and building healthy communities by mobilizing the region through education and advocacy to address women's health and healthcare services, prenatal care, maternal mental care, immunizations, and healthy and sustainable homes.

The Standing Up for Mothers and Babies Awards Dinner will be in the Starlight Ballroom at Chase Park Plaza, 212 N. Kingshighway Blvd., St. Louis, Mo. The dinner starts at 6:30 p.m., and tickets cost \$100 per person or \$1,000 for a table of 10. Other award winners will be recognized, as well. For more information, visit www.stl-mcfhc.org.

Holley Appears on *Great Day St. Louis* to Discuss Chevy College Marketing Challenge

Steve Holley, Adjunct Instructor in the Robert W. Plaster School of Business & Entrepreneurship, appeared on the Aug. 31 edition of *Great Day St. Louis* on KMOV-TV to talk about the Chevy College Marketing Challenge.

The Chevy College Marketing Challenge invites marketing students to create a complete advertising and promotional campaign targeting college students and young adults in an effort to interest them in Chevrolet vehicles. Students are given a fictional \$100,000 budget for the task.

The challenge, now in its sixth year, was initially for Lindenwood classes, but now includes other St. Louis area universities like Saint Louis University, Washington University, and Maryville University. Lindenwood has won every year except 2014, in which Washington University won.

The competition isn't just about having creative ideas, explains Holley.

"The competition involves students putting together a full campaign, which includes a target market analysis, defining features and benefits, creating a social media campaign, and creating a video. Students also conduct an on-ground promotion in front of Harmon Hall where they have games, giveaways and engage their peers with Chevy vehicles that are involved with the promotion."

Holley said that the program has been a success, leading to approximately 15 Lindenwood students to be hired by Chevy's promotional agency or a Chevy dealership in the St. Louis area. Some of the commercial and promotional ideas have also been adopted by Chevy for use in campaigns.

"Students enjoy the competition because it is real world, they get feedback from the customer, Chevy, and they get to actually prepare and execute a campaign they developed," he said. "The competition shows them what happens in the business world as they use their skills."

Holley was asked to discuss the program on *Great Day St. Louis* because Lindenwood is the most successful school in the competition.

"It was nice to be able to recognize the support that the administration gives me in being involved in the competition and talk about how much fun the students have while learning and preparing their projects," said Holley.

Holley said that appearing on live television was not a new experience for him.

"I did live TV for Anheuser-Busch for 15 years during my 26-year career there, so I was a little rusty," he said. "I retired from A-B in 2011, but, it was not anything new to me. The Chevy dealers were very pleased with the show."

The competition is not just enjoyable for the students, but for Holley, too.

"The best part of the project for me is watching the students using the skills they have learned and having fun while they do it," he said, "They have the freedom to run their team and develop their campaign as they see fit, so I

learn a lot about how young folks think and react to certain situations. It is a win-win for everybody involved.”

Candace Borrer Named August Employee of the Month

Employee Benefits Manager Candace Borrer has been selected August Employee of the Month for the St. Charles Campus.



Borrer began her career at LU as a graduate assistant in the Business Office in 2012. In her current role, she is responsible for administering all of the University’s insurance benefit plans and performing the benefits accounting functions, managing FMLA, and conducting the onboarding process for all new employees

Borrer was recognized by her nominator because, “She was willing to go beyond what I would consider the job description to include by offering to help me deal with billing matters. The amount of stress that she has saved me is really beyond my ability to describe and I’m incredibly grateful.”

“Wow!” Borrer said. “I am honored and shocked all at the same time! I truly love serving Lindenwood employees and helping them navigate through different times in their lives where I can make a difference. Thank you for presenting me with this exceptional honor.”

Shonrock Honored with Naming of Chime System

Dr. Michael D. Shonrock, president of Lindenwood University, has been honored with the naming of a new carillon system at Emporia State University in Kansas, where he served as president for 3 ½ years prior to coming to Lindenwood on June 1.

The “Shonrock Now & Forever Chimes” were so named thanks to a donor’s gift. Located in Cremer Hall, they made their debut on Sept. 2 with a system test at 4 p.m. and will “serve as a reminder of the positivity, enthusiasm, and Hornet pride our 16th president embodied,” according to a press release issued by Emporia State.

“This is an amazing gesture,” Shonrock said. “I appreciate everyone who was involved and am very humbled.”

Patzius and Shostak Present in Chicago

Dr. Billi Patzius, an Associate Professor and Criminal Justice Department Chair, and Grant Shostak, JD, an Assistant Professor and Dean of the School of Human Services, recently presented "Overlooking the Connection Between Street Gangs and Human Trafficking" on August 11 at the 2015 National Gang Crime Research Center Conference in Chicago, Ill.

Patzius and Shostak spoke about the growth of human trafficking in recent years among street level gangs and the laws aimed at reducing it. The involvement of street gangs is often overlooked by criminal justice professionals because of the expectation that human trafficking is committed on a larger scale by more organized, international crime rings.

Our Mission - Lindenwood University offers values-centered programs leading to the development of the whole person—an educated, responsible citizen of a global community.