

## COMMUNIQUE

## Legacy Wins 15 MCMA Awards in Inaugural Year



Congratulations to *Lindenwood Legacy* advisor Tom Pettit, whose staff has won 15 awards from the Missouri College Media Association. The awards were presented in Joplin April 12 during the annual MCMA meeting.

*The Legacy* competed in Division Two, the second largest division, against Northwest Missouri State, Truman, Missouri Southern, Missouri Western, Webster, and Southeast Missouri State universities.

*Legacy* staff won first place awards in Regular Column, Entertainment Cartoon, and Advertising Layout. Second place awards were for Regular Column, Political Cartoon, and Feature Page. Third place awards were for Story Illustration, Editorial Page, and Photo Page. Honorable mention was awarded for Editorial Writing, Entertainment Cartoon, Story Illustration, Special Section, and Sweepstakes, which recognizes papers that received the largest number of points overall.

Pettit, pictured above, said the awards should help the fledgling paper build its reputation and also provide encouragement for the reporters and editors to continue developing their skills.

"Interest and response from those we serve, our Lindenwood readers, has been our primary goal," Pettit said, "and honors from their student journalist peers add another layer of confirmation of a job well done."

## Did You Know?

**Did you know that President and Mrs. Roemer took a group of Lindenwood women to President Woodrow Wilson's 2nd inauguration in 1917? Once there, the women sent a note of congratulations to Wilson, who responded with a personal thank-you note.**

## Changes Coming Soon at Spirit Shoppe!

The Lindenwood University Spirit and Supply Shoppe will be making some very noticeable changes thanks to the hard work and analysis of Dr. Judy Eberhart's BA372 Survey of Retail class. Students were to analyze the marketing mix (product, price, place, and promotion) of the LU Spirit Shoppe versus another school's store or a local retailer.

Students compared the LU Spirit Shoppe with Johnny Mac's, Missouri Baptist University bookstore, Luck Brand Jeans store, UMSL store, SportsFanAttic, Marshall's, Jake's on Main, Maryville University bookstore and Washington University campus store. After making their store visits, they presented their findings to the class and to David Dickherber, manager of the Spirit Shoppe.



The presentations included numerous innovative ideas such as installing more visible and professional signage, opening the blinds, getting the student workers from behind the counter to help the customers, revising product assortment, piping music throughout the store, advertising, adding a branch in the Spellmann Center, adding more school supplies and snacks, mount televisions in the store, offer a frequent shopper card, move the store to a better location, and much, much more.

David was most appreciative of the information and ideas the students provided and began to implement some of the ideas moments after he returned to the store following the first student presentations.

"We got some very good input," said Dickherber. "I loved it. We are looking at other ways we can get some

student feedback."

The project was definitely a learning experience for the students and has resulted in some very positive changes to the Spirit Shoppe so that all Lindenwood students and faculty can benefit. Be sure to stop by the Spirit Shoppe first chance you get to enjoy the changes yourself, and you might want to pick up a few bargains while you are there!

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## **LUTV Moving to Channel 989, Upgrading to Digital**

As many of you know, Lindenwood University's TV Studio is moving into its new space in the Fine and Performing Arts Building this summer, getting ready to teach classes and produce HD programming for the fall. Our students will be able to take full advantage of state-of-the-art technology to be more than a step ahead of their competition in the workplace. And there's even more good news.

Lindenwood University Television will also be upgrading to digital, and we will be on Channel 989.

That's right, folks. On Monday, May 13, you will find LUTV on Channel 989 on Charter Cable, on the Basic Digital package.

Please pass the word along to your family, friends, and neighbors. Watch for our new look and new promos on LUTV, St. Charles County's Educational Station.

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## **Nominations Due for Employee of Month**

Don't forget to submit your nomination for Employee of the Month for April.

The program honors top employees at the university who serve in an exemplary manner. All nominees must be permanent full-time employees or part-time employees who exhibit a positive and supportive attitude.

To nominate someone, please write a 75- to 100-word essay explaining why a particular employee should be considered. Some qualities might include outstanding achievement, performance, creative contributions, or improvement beyond what is normally expected of employees; demonstration of outstanding service to Lindenwood; and projection of a friendly, considerate attitude toward co-workers, students, and visitors.

Nominations are not complete without the enthusiastic support of the employee's supervisor. Please send nominations by the last day of the month to Judy Shanahan ([jshanahan@lindenwood.edu](mailto:jshanahan@lindenwood.edu)) in the president's office.

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## **Poetry Reading Scheduled for Friday in Sibley Chapel**

The MFA in Creative Writing program at Lindenwood will hold a poetry reading including several local poets at 7 p.m. on Friday, May 4, in Sibley Chapel. Reading from their works will be George Fortier, Kenneth E. Harrison, Jr., Maud Kelly, Andrew Pryor, and Lindenwood faculty member Eve Jones. The public is invited to attend.

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## **LU to Host Conference on Decentralist Tradition**

In July, Lindenwood will host a conference on "The American Decentralist Tradition." From July 10-15, participants will attend a series of talks and events at locations throughout the region, including the main Lindenwood campus and the Boone Home.

The conference will present an in-depth analysis of the issue of decentralized government in America. Other conference locations will include the Cahokia Mounds, the New Cathedral in St. Louis, and the Louisiana

Academy and the Guilboud-Valle House in Ste. Genevieve.

Speakers include Drs. Rachel Douchant and Jeff Smith of Lindenwood; Dr. Donna Card Charron, professor emeritus from Lindenwood; Dr. Carey Roberts from Arkansas Tech University; Dr. Christopher Anadale from Conception Seminary College; Drs. William Charron and Greg Beabout from St. Louis University; Dr. Donald Livingston from Emory University; and Stephen Carson, editor of the Study Guide and Films on Liberty.

Conference attendees may receive philosophy, history or American studies course credit. Partial attendance with no housing and attendance on individual days are also available.

For more information about the conference, contact Douchant at 314-225-9707.

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## **Durbin Will Present Program on Early French Conception of America**

Dr. Nancy Durbin will present the Coffee Conversations program at 4 p.m. on Wednesday, April 23, in the Memorial Arts Building parlour.

The program is titled "French Conceptions of America as Utopia and Miscarried Rebirth in the New World." She will discuss how, in a century and society headed for revolution, America came to represent freedom and rebirth in the 18th-century French mind, which was evident in the French literature of the time. She will then examine an episode of literary utopia in the 1733 novel by L'Abbe Prevost, *Manon Lescaut*, that illustrates this concept.

All faculty and students are invited. The Coffee Conversations program is sponsored by Phi Sigma Tau, the Religion Program, the Philosophy Program, and the Honors College. For more information, contact [philosophy@lindenwood.edu](mailto:philosophy@lindenwood.edu).

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## **May Day Events Will Include Speakers on Environment, Civil Rights**

Lindenwood's Black Student Union and Social Work Alliance will present an event called May Day that will include various activities and a schedule of speakers who will discuss issues ranging from environmental protection to Affirmative Action.

May Day will be held from 8 a.m. to 6 p.m. on Thursday, May 1, in the Butler Library basement and from 8 a.m. to 6 p.m. on Friday, May 2, in Young Auditorium.

"May Day is about informing people of various political, social, and economic issues, getting people interested and excited about them and showing them ways in which they can work to help their community, their country, and the world," said faculty organizer Mike Fetters.

Speaker Mark Haim, an activist on the issues of sustainable energy and peace education, will speak at 1 p.m. on May 1 in the Butler Library basement. Angelo Stege, a current social work student at Lindenwood, will speak on discrimination and the treatment of minorities at 10 a.m. on May 2 in Young Auditorium, and Monica Smith, of the organization BAMN (By Any Means Necessary), will speak on the continuing need for Affirmative Action programs at 2 p.m. on May 2 in Young Auditorium.

May Day is an international holiday celebrated in most of Europe, Asia, and South America. All faculty, staff, and students are invited to attend.

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## **Lindenwood Athletic Headlines (April 14-21)**

The Lindenwood baseball team is scheduled to play its final six regular season home games this week. The top games will be a four-game series on Friday and Saturday versus Evangel, in which the team will look to earn home field for the HAAC Championship Series.

The Lady Lions softball team concludes conference regular-season play this week with six games. The team enters play just one game behind the HAAC leader in the loss column.

The 17th-ranked men's tennis team will look to earn an automatic bid to the NAIA National Tournament when it competes in the NAIA Region V Tournament.

The Lindenwood track and field teams will look to match their first-place finishes during the indoor season when they compete at the conference championships.

National Results (Last Week)--Three Lindenwood teams competed at nationals last week. Men's volleyball lost two close pool-play matches at the NAIA Championships and finished tied for fifth. The Lions ended their season with a 25-10 record. In bowling, the women's team qualified second at the national team event and then went 2-2 during the double-elimination tournament to finish in a tie for fifth. The men's team qualified sixth and went 0-2 during the tournament, finishing in a tie for 12th.

The complete Lindenwood athletics weekly newsletter is available at this link:  
<http://www.lindenwood.edu/athletics/newsletter/current.pdf>