



**Dr. Ed Chung**, Associate Professor of Marketing, was awarded the Kreider Prize for Teaching Excellence for 2015-2016. Nomination letters described his passionate teaching practices which inspire students to achieve higher levels of critical thinking, while supporting their efforts with timely, honest, and realistic feedback. Alumni and students appreciated his use of personal experiences to enhance class lessons, making them more applicable to the real world. They also recognized Dr. Chung's work to remain current on topics related to his discipline along with his frequent invitations for students to conduct collaborative research with him and present the results at professional conferences."

About the Kreider prize: The generosity of Dr. Thomas Conner '72, Professor of History at Hillsdale College, made this annual award possible. The award is named in honor of Dr. J. Kenneth Kreider, professor of history emeritus, and Carroll L. Kreider, professor of business emerita "for their inspirational service to countless students at Elizabethtown College." The Kreiders were not only inspirational in the classroom, but were also powerful mentors and role models.

Dr. Chung will deliver a Scholarship Lecture on **Thursday, October 13**. Details below:

**Time:** 7 p.m. reception, 7:30 p.m. lecture

**Kreider Prize Lecture:** *"I yam what I yam and dat's all that I yam: what academe has not taught me,"* with Dr. Edward Chung

**Room:** Susquehanna Room, Myer Hall

**Cost:** free

**Contact:** Peggy Stauffer at [staufferp@etown.edu](mailto:staufferp@etown.edu) or 717-361-1416 for more information

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