

TABLE OF CONTENTS		
JULY		
Date	News Release	Writer
07/05/07	Texas Tech Teams with Peace Corps to Become Master's International Partner	John Davis
07/06/07	New Book Takes Fictional Approach to Controversial Time in American Indian History	Sally Logue Post
07/06/07	Newest Addition to University Public Art Collection Honors Pioneering Women in Higher Education	Sally Logue Post
07/13/07	New Dean of Texas Tech's Graduate School Takes Rein in August	John Davis
07/16/07	Director of The Center for the Study of Addiction and Recovery Recognized	Georgia Godfrey
07/17/07	South Plains Cotton Primed for Quality Improvement	Mike Stephens
07/18/07	Tech Scientists Improve the Fabric of Our Lives	Norman Martin
07/23/07	Car Clinic and Safety Fair Prepares Students, Faculty and Staff for Possible Hazards	Sally Logue Post
07/25/07	KTXT-TV Broadcasts Special "Blue Man Group: Inside the Tube" Performance	Sally Logue Post



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: July 5, 2007

CONTACT: John Davis, john.w.davis@ttu.edu
(806) 742-2136

Texas Tech Teams with Peace Corps to Become Master's International Partner

The Peace Corps announced Texas Tech University as their newest partner in the Master's International program.

With more than 360 Texas Tech University alumni serving as Peace Corps volunteers since its creation, the new partnership will enhance and strengthen both organizations.

"I am delighted that Peace Corps selected Texas Tech as a partner for the highly prestigious Peace Corps' Master's International program," said Jon Whitmore, president of Texas Tech University. "This will offer our students an excellent opportunity to learn new languages and cultures in a real-world environment, and gain first-hand insight into global development challenges. At the same time, our students will be able to share their professional expertise while serving in their host nations."

Designed for Americans who want the opportunity to earn graduate degrees while serving as Peace Corps Volunteers abroad, Master's International celebrates its 20th anniversary this year. Master's International students will enroll in degree programs in the College of Agricultural Science and Natural Resources and the College of Education, then combine their academic knowledge with a practical, international field assignment.

The Texas Tech Master's International program will be managed by the university's Office of International Affairs with Ambassador Tibor P. Nagy Jr., vice provost for international affairs, serving as the program's coordinator.

"During my 25 years as a U.S. diplomat in Africa, I consistently found two groups of people with uniformly positive views of America: those who had contact with Peace Corps Volunteers in their own countries, and those who came to the U.S. to study," Nagy said. "Peace Corps Master's International is a phenomenal program for preparing students to be even more effective Peace Corps Volunteers while overseas, and to be high performers in their selected professions once they return."

Since 1987, Master's International has expanded to include partnerships at more than 50 universities throughout the U.S. These graduate programs provide opportunities for volunteers to fill specialized assignment areas that require advanced education. For more information, visit the Peace Corps website at www.peacecorps.gov/masters.

Office of Communications and Marketing

An EEO/Affirmative Action Institution



TEXAS TECH UNIVERSITY

CONTACT: Tibor P. Nagy Jr., vice provost for international affairs, (806) 742-3667, tibor.nagy@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: July 6, 2007

CONTACT: Sally Logue Post, sally.post@ttu.edu
(806) 742-2136

New Book Takes Fictional Approach to Controversial Time in American Indian History

The 1920s-era controversy over the U.S. Bureau of Indian Affairs longstanding -- and since discarded -- policy to "Christianize and civilize" American Indian children serves as a backdrop for a new novel by Harold Burton Meyers.

"The Death at Awahi," published by Texas Tech University Press, takes the reader to the fictional New Mexico pueblo of Awahi in 1923. At the heart of the story is a scandal. The pueblo's school principal has been caught passing government property meant for the Awahi to a missionary.

To try to smooth over a Congressional uproar, the Indian Service, the education arm of the U.S. Bureau of Indian Affairs, replaces the principal with Quill Thompson, a critic of the Christianize and civilize policy. Quill faces opposition from a teacher who might have had his job had she not been a woman and two entrepreneurial proselytizers who share only contempt for the "savages" they seek to convert.

The situation turns even more dangerous when a white man is found dead. Now Quill faces the question of whether to let the Awahi deliver their own type of justice or call in outside forces that could destroy an ancient society trying to hold on to its rich culture despite the encroachment of the missionaries and the government.

Meyers, a former Time magazine correspondent and Fortune magazine editor, grew up on the Pima-Maricopa, Zuni, Navajo and Hopi reservations in Arizona and New Mexico during the 1920s and 1930s. His mother was an Indian Service teacher, his father a teacher and school administrator.

His childhood experiences give Meyers a feeling for the land and the people that comes through in the pages of his novel. "We lived in beautiful canyon-cut places 50 miles or more from any town," he recalls, "among culturally rich but desperately poor people, who struggled to survive without medical care or hope of anything better. It was a genuine frontier."

One of the family tales he grew up hearing was about a missionary who proposed that his father divert government clothing and supplies to the missionary's school and collect a commission on the deal. That isolated incident, Meyers said, grew into "Awahi."

Office of Communications and Marketing

An EEO/Affirmative Action Institution

“What I write about,” Meyers said, “is not just the past in a historic sense, it is very much my past and it colors my choice of topics, the settings I choose to describe and the characters I try to bring alive in my stories.”

“The Death at Awahi” is the third novel by Meyers set in the Southwest. For more information on “The Death at Awahi” or Texas Tech University Press visit its Web page at www.ttup.ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: July 6, 2007

CONTACT: Sally Logue Post, sally.post@ttu.edu
(806) 742-2136

Newest Addition to University Public Art Collection Honors Pioneering Women in Higher Education

The newest addition to the Texas Tech University Public Art Collection is a bronze sculpture titled "The Way West."

The work, by John Buck, is located at the corner of Akron Avenue and Main Street near the Bledsoe, Gordon, Sneed residence halls.

"The words 'the way west' often imply a sense of adventure and delight for challenges," said Cecilia Carter Browne, public art director for the Texas Tech University System. "The title alludes to the pioneering spirit that drives successful learning environments and their encouragement of progress in uncharted directions."

Buck's work is held in major public and private collections including the Museum of Modern Art, New York City and the San Francisco Museum of Modern Art.

The female form that is central to this work honors the collective strength of women engaged with higher education. A group of symbols that rise above the figure's shoulders emphasize the workings of her mind rather than her physical features. The symbols represent core concepts of both life and learning: a lattice-like structure reminiscent of DNA, a series of architectural orbs and cones, a flickering form illuminating the way to knowledge, and, at the apex, an eye-like sphere seeking undiscovered paths.

The sculpture was carved from wood, then molded, cast in bronze and treated with a patina to withstand outdoor environments.

"The Way West" is one of 85 pieces of public art displayed across the Texas Tech university campus. Texas Tech has been ranked one of the top 10 university public art collections in the country. Texas Tech's Public Art Program is funded through what is known as a percent-for-art funding structure. The university allocates 1 percent of the estimated total cost of each new construction project and each repair and rehabilitation project that exceeds \$500,000 for the acquisition of public art. An additional 1 percent is set aside for landscape enhancements.

"The Way West," like all works of art acquired for Texas Tech University's Public Art Collection, was selected by committees made up of students, faculty, staff, alumni, and the

Office of Communications and Marketing

An EEO/Affirmative Action Institution

community. The work was purchased as part of the Bledsoe-Gordon-Sneed residence hall life safety upgrade construction.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: July 13, 2007

CONTACT: John Davis, john.w.davis@ttu.edu
(806) 742-2136

New Dean of Texas Tech's Graduate School Takes Reins in August

Officials at Texas Tech University have appointed the next dean of the Graduate School.

Fred Hartmeister, who has served as chairman of Texas Tech's Department of Educational Psychology & Leadership, will begin Aug. 1.

"I am extremely excited about becoming dean of the Graduate School and all the possibilities that exist," Hartmeister said. "For the past 14 years, I have had the benefit of working closely with Texas Tech University's graduate programs and many of the graduate students. In this new position, I will continue working closely with others at Texas Tech to cultivate stronger relationships with community, business, educational and civic leaders to extend avenues for partnering in economic development.

"Also, I will urge better coordination of institutional and college-level marketing and recruiting efforts aimed toward graduate students so they can have the opportunity to attend Texas Tech and work with our tremendous faculty and staff."

Hartmeister earned a master's degree in business administration in 1979 from the University of Denver. He received a doctorate in educational administration in 1986 and a law degree in 1990 from the University of Wyoming.

Throughout his career, he has published more than 275 books, book chapters, refereed journal articles, monthly columns, commentaries and other scholarly articles. In October 1999, he received a \$300,000 Sid W. Richardson Foundation grant to support "Establishing a Preparation Model for the 21st Century Texas School Superintendent." He earned the Texas Tech President's Academic Achievement Award this year.

Hartmeister was one of 17 candidates vying for the position, said Bill Marcy, provost of Texas Tech University.

"Fred Hartmeister was selected as the person best able to support all of the programs within the Graduate School," Marcy said. "He was also very well received by the deans of the other colleges."

Office of Communications and Marketing

An EEO/Affirmative Action Institution



TEXAS TECH UNIVERSITY

CONTACT: Fred Hartmeister, future dean, Graduate School, Texas Tech University, (806) 742-1998 ext. 436, fred.hartmeister@ttu.edu; William Marcy, provost, Texas Tech University, (806) 742-2184, william.marcy@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

DATE: July 16, 2007

CONTACT: Georgia Godfrey, georgia.godfrey@ttu.edu
(806) 742-3263

Director of the Center for the Study of Addiction and Recovery Recognized
Johnson Institute salutes honorees for work in the recovery community.

The director of Texas Tech University's Center for the Study of Addiction and Recovery this week was announced as an America Honors Recovery Honoree by recovery and prevention pioneer the Johnson Institute.

Kitty Harris-Wilkes, also co-director of the Center for Prevention and Resiliency, will be honored at the fourth annual luncheon in September in conjunction with National Recovery Month. The luncheon will take place Sept. 27 at the National Press Club in Washington, D.C.

A tradition in the nation's addiction recovery community, this award honors individuals who have used their expertise and experiences to enhance the chances of recovery for those afflicted and affected by alcohol and other drug addiction.

"The Center for the Study of Addiction and Recovery is a vital tool in the collegiate recovery process to aid those students who have struggled with addiction," said Linda Hoover, dean of the college of human sciences. "Harris-Wilkes' dedication to students who are in recovery is an example of lending our hearts and hands to those who have been affected by addiction."

The Johnson Institute has pioneered intervention, treatment and recovery strategies for more than 40 years. A key premise of the Johnson Institute's activities is better awareness and more appropriate responses to addictive disease, beginning with broad recognition of the recovery process.

The Center for the Study of Addiction and Recovery provides a nurturing, affirming environment in which students recovering from addictive disorders can successfully pursue academic, personal, and professional goals. As part of the College of Human Sciences, the Center for the Study of Addiction and Recovery strives to enhance students' quality of life and helps them to become productive members of society.

During its 20-year history, the Center has helped more than 500 students further their education and career goals. Harris-Wilkes and her staff currently serve 80 students who are in recovery. Her work with these adolescents and young adults has led to her innovative programs being actively developed as models for other collegiate environments around the country.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

CONTACT: Georgia Godfrey, coordinator for college development and external relations, College of Human Sciences, Texas Tech University, (806) 742-3263, or georgia.godfrey@ttu.edu.



TEXAS TECH UNIVERSITY

International Textile Center

FOR IMMEDIATE RELEASE

DATE: July 17, 2007

CONTACT: Mike Stephens, (806) 747-3790 ext. 513
itc@ttu.edu

South Plains Cotton Primed for Quality Improvement

As fiber length and strength have improved over the past six years, South Plains cotton – typically spun into such sturdy staples as blue jeans and tube socks – could now be fit for high-quality yarns, according to researchers at Texas Tech University’s International Textile Center.

In a recent issue of the International Textile Center’s *Textile Topics*, Mourad Krifa, head of textile research, and M. Dean Ethridge, the center’s managing director, report on ongoing research assessing the performance of cotton grown on the Texas High Plains.

The results revealed in “Texas Plains Cotton Performance in High Value-added Ring-spinning applications: A Progress Report,” are promising for Texas Cotton Producers and their global cotton/textile industry customers.

“Historically, cotton produced on the High Plains of Texas has been perceived as a ‘below the waist’ product—that is, it has serviced lower-quality items like jeans and socks,” Ethridge said. “Innovations in seed genetics, production technologies and practices and ginning have all led to the potential to change that perception. We believe research like this performance study will help Texas producers apply the innovations and encourage the merchandising and textile sectors to seek these improved cottons.”

The article compares the quality and processing performance of cotton bales produced in the Texas Plains to those produced in California’s San Joaquin Valley (The bales selected were essentially the same quality, based USDA HVI classifications). While the study shows that quality yarns can be spun from local cottons, the potential for further improvement is significant. “If the improving trends observed over the last decade are maintained and further pursued, West Texas may well become a leading source of premium cotton fiber in the U.S. and in the world,” Krifa said.

For a free downloadable copy of the *Textile Topics* article, “Texas Plains Cotton Performance in High Value-added Ring-spinning applications: A Progress Report,” visit the Web site: http://www.depts.ttu.edu/itc/textop_default.php.

Contact: Mike Stephens, communications coordinator, International Textile Center, Texas Tech University, (806) 747-3790 x513 or itc@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

DATE: July 18, 2007

CONTACT: Norman Martin, norman.martin@ttu.edu
(806) 742-4108

Tech Scientists Improve the Fabric of Our Lives

Plasma, nanotechnology used to upgrade cotton fabric qualities.

Just as you juggle a mix of multitasking chores in this time-starved world, core products to Texas' agricultural economy – such as cotton – are on the clock to provide more new and interesting features before you and other consumers head on down the shopping highway.

“The only way for us to keep our market or really ever grow in the future is to add value to regular, plain cotton fabric,” said Eric Hequet, an expert in fiber properties at Texas Tech University's International Textile Center.

Lately here in the heart of cotton country, Texas Tech researchers have focused on cotton fabric functionalization by adding multiple features such as wrinkle and stain resistance, along with antibacterial, ultraviolet radiation protection and even self-cleaning capabilities – all in a single manufacturing processing step.

Two application techniques – plasma technology and sol-gel nanotechnology – both show promise. The research is supported through grants from the Texas Department of Agriculture's Food and Fiber Research Grant Program.

“Today, you can easily find wrinkle-free and stain-repellant pants that were made through a wet chemistry process,” Hequet said. “But when you touch them, it doesn't feel like cotton.

“We needed to find a way to keep the feel of cotton against the skin, but impart the important functional properties like wrinkle free, antibacterial, UV protection,” he said. “The obvious solution was to treat only one side.”

The answer came from the high-tech world of semiconductors where plasma technology has been used for years as a cleaning method.

In the case of cotton, a piece of cotton fabric was placed in a plasma chamber at Texas Tech's International Textile Center where, microwave plasma treatments were applied to one side of a lightweight cotton fabric with oxygen, nitrogen and argon gas at various microwave power levels and exposure times.

Technically, the plasma treatment of cotton fibers creates radicals on the surface of the fabric that are used to initiate polymerization reactions.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

The plasma experiments started almost five years ago with small-scale laboratory experiments using a plasma chamber that was 25-by-25 inches. Now, there are room-size, commercial-size plasma chambers available in Europe capable of processing entire rolls of fabric.

“We did the fundamental work to prove the concept,” said Nouredine Abidi, a polymer chemist at the International Textile Center.

Meanwhile, sol-gel technology, which uses a more traditional wet chemistry process that takes advantage of nanoparticles, is about two years into development. “We’ve also proved this concept,” Abidi said. “Now, we have to see if we can scale the process up to commercial work levels.”

The sol-gel process has been in use for years to make high purity glasses and ceramics. Now, the Texas Tech researchers are adapting the technology to cotton fabric.

“By taking advantage of the progress in nanotechnology, the functionality of cotton fabrics may be greatly expanded,” he said.

For instance, in one single sol-gel treatment the researchers can produce a fabric that has antibacterial, wrinkle free, and water repellent features, in addition to UV protection and self-cleaning properties.

“Our goal is always the same,” said Dean Ethridge, managing director of the International Textile Center. “We are searching for new ways to increase the use of cotton. Regular untreated cotton is a good product, but it’s not a perfect product. There are plenty of new functions that consumers would like to have.”

The International Textile Center, a unit in Texas Tech’s College of Agricultural Sciences and Natural Resources, is an internationally recognized facility for textile research, testing and evaluation. The 110,000 square-foot facility near Lubbock serves a broad audience, from yarn and fabric manufacturers to cotton breeders.

Cotton is the state’s top cash crop, according to the U.S. Department of Agriculture. Texas accounts for more than 40 percent of the total U.S. cotton acreage.

CONTACT: Nouredine Abidi, head of finishes/chemical research, the International Textile Center, Texas Tech University, (806) 747-3790 or n.abidi@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: July 23, 2007

CONTACT: Sally Logue Post, sally.post@ttu.edu
(806) 742-2136

Car Clinic and Safety Fair Prepares Students, Faculty and Staff for Possible Hazards

WHAT: Free Car Care Clinic offered by Texas Tech University Parking Services

WHEN: 10 a.m. to 2 p.m. Wednesday (July 25)

WHERE: Band parking lot of the Texas Tech University campus at 18th and Boston

EVENT: Texas Tech University Parking Services in partnership with Scott's Car Care is offering a free car clinic and safety fair. Experts from Scott's will check all belts and fluids.

A survey by Road and Travel Magazine

<http://www.roadandtravel.com/safetyandsecurity/teensandtots/collegestudentcars.htm> that shows college students wished that they took better care of their cars. During the car clinic experts will check fluids and belts to ensure that students, faculty and staff are ready to travel the road before the fall semester begins.

University Parking Services sponsors the Car Clinic three times a year: before the Thanksgiving holiday, before Spring Break and before the start of the fall semester. Community members also are welcome to bring their vehicles in for a free check.

CONTACT: Heather Medley, University Parking Services at (806) 742-3811 ext. 284



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: July 25, 2007

CONTACT: Sally Logue Post, sally.post@ttu.edu
(806) 742-2136

KTXT-TV Broadcasts Special “Blue Man Group: Inside the Tube” Performance

Watch and win tickets to a live Blue Man Group performance in Lubbock

KTXT-TV will broadcast a special “Blue Man Group: Inside the Tube” performance at 8:30 p.m. Aug 20. The heralded Blue Man Group is best known for its award-winning theatrical productions which feature three enigmatic bald and blue characters who take the audience through a multi-sensory experience that combines theatre, percussive music, art, science and vaudeville.

The program will also give viewers a chance to become one of the first to get tickets to see the group in person Dec. 6 in Lubbock. KTXT-TV will offer premium seat tickets for the Blue Man Group concert in Lubbock before they go on sale to the general public. A minimum pledge of \$200 to KTXT-TV will give members and viewers a pair of the best concert tickets.

KTXT-TV’s Blue Man Group performance broadcast on Aug. 20 kicks off a Blue Mania Auction at www.ktxt.org. The auction will continue through Oct. 4. Members and viewers can click on the Web site’s Blue Mania Auction button to see all of the BLUE items and packages available then call KTXT-TV for a “bidder number.” Businesses can donate BLUE-themed auction items and receive publicity on KTXT-TV’s Web site and in the Program Guide.

“We’re thrilled about our station’s affiliation with the Blue Man Group because they appreciate the value of PBS just as our KTXT-TV members and viewers do,” said Kelley Pitts, KTXT-TV development officer.

Phil Stanton, one of the three original members of the Blue Man Group, values PBS’ influence on the group.

“We cherish this opportunity to contribute something to a network that has contributed so much to our own creative development over the years,” he said. “We’re proud to become part of public television’s body of work and we have worked very hard to live up to their tradition of providing thoughtful, innovative and compelling programming.”

For additional information and downloadable material, contact Kelley Pitts at (806) 742-1911 ext. 227 or kelly.pitts@ttu.edu, or visit www.ktxt.org. Additional information on the Blue Man Group can be found at www.bluman.com. KTXT-TV is the South Plains’ own PBS affiliate broadcasting locally from the Texas Tech University campus on Channel 5 and in HD digital format on Channel 5.3.

Office of Communications and Marketing

An EEO/Affirmative Action Institution