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TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: March 2, 2009

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

**Open Forum Set for Fourth Texas Tech Vice President for Research Finalist**

WHAT: Open forum for Randy Avent

WHEN: 4 p.m. Monday (March 2)

WHERE: Escondido Theatre in the basement of the Student Union Building

EVENT: Avent, associate chief technology officer at the Massachusetts Institute of Technology (MIT) Lincoln Laboratory, is one of four finalists for the vice president of research position at Texas Tech University. The open forum will allow Texas Tech faculty, staff, students and interested members of the community to meet and ask questions of Avent.

Avent joined MIT in 1986. Lincoln Laboratory was created in 1951 as a federally funded research center focused on improving the nation's air defense system through advanced electronics. Avent's research interests are focused on radar, microwave imaging and signal processing. He earned bachelor's, master's and doctoral degrees from the University of North Carolina, a second master's degree from North Carolina State University and is a graduate of the MIT, Sloan School of Management, Greater Boston Executive Program.

Three other candidates for the vice president for research position have already visited campus. They are Thomas Farris, head of the School of Aeronautics and Astronautics at Purdue; Colin Scanes, vice chancellor of research and economic development and dean of the graduate school at the University of Wisconsin, Milwaukee; and Taylor Eighmy, interim vice president for research and director of the strategic initiatives office at the University of New Hampshire.

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CONTACT: Sally Logue Post, director, Office of Communications and Marketing, Texas Tech University, (806) 742-2136 or [sally.post@ttu.edu](mailto:sally.post@ttu.edu).



TEXAS TECH UNIVERSITY

**FOR IMMEDIATE RELEASE**

DATE: March 2, 2009

CONTACT: Sarah Whetstone, [sarah.whetstone@ttu.edu](mailto:sarah.whetstone@ttu.edu)  
(806) 742-2136

**Texas Tech's International Cultural Center Hosts Eccentric Author**

Young environmental enthusiast builds grassroots efforts in communities across country.

Doug Fine will pull into Lubbock Thursday (March 5) evening in his Ford F-150 powered by a lot of vegetable oil and a little ingenuity. The quirky journalist turned non-fictionist will explain how even the least environmentally savvy citizens can reduce their carbon footprints, without giving up the American lifestyle.

Though he makes a completely solar powered ranch in desolate New Mexico his home, Fine's latest novel, "Farewell: My Subaru," will bring him to Texas Tech University. He will sign copies of the documentary, an honest account of the challenges, failures and successes he has faced making the switch from oil-dependent to petroleum-free, at 6:30 p.m. Thursday at the International Culture Center (ICC).

In his discussion, Fine will address mainstream Americans who would like to do their part to preserve the environment within their communities, but don't know where to start.

Fine, a National Public Radio contributor who has appeared on CNN and NBC's "The Tonight Show," gives helpful tips to community members on how to incorporate environmentally friendly practices at the grassroots level, without sacrificing the comfort of modern conveniences.

Directly after Fine's address, the ICC will present the first ever G.R.E.E.N. (Grassroots Efforts to Ecologize Neighborhoods) award to Debbie Zak for her innovated recycling efforts at North Ridge Elementary School.

"Our recycling efforts have been going on for the past ten years," Zak said. "We not only encourage students to recycle their assignment papers, plastics and aluminum cans used at school, but once a week they bring items from home."

Zak said that the school has reduced its waste by one-third, mostly because of students' efforts. Due to the volume of items North Ridge Elementary collects, The City of Lubbock has made the school a satellite recycling station for the community.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Jane Bell, director, Office of International Affairs, International Cultural Center, Texas Tech University, (806) 742-2974, or [jane.bell@ttu.edu](mailto:jane.bell@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: March 2, 2009

CONTACT: Jessica Benham, [jessica.benham@ttu.edu](mailto:jessica.benham@ttu.edu)  
(806) 742-2136

**Texas Tech will Host 5<sup>th</sup> Annual Conference on Advancing Teaching and Learning**

Texas Tech University will host the 5<sup>th</sup> Annual Conference on Advancing Teaching and Learning Thursday and Friday (March 5 & 6).

During the conference, workshops will take place Thursday from 10 a.m. to 3:20 p.m. at the Teaching Learning and Technology Center and Friday from 10 a.m. to 2:30 p.m. at the Merket Alumni Center.

The conference will feature Diane Halpern, a renowned teacher and scholar who has written extensively on the topic of critical thinking.

On Thursday, Texas Tech and Wayland Baptist University faculty members will lead conference workshops. Halpern will present a morning session about the development and establishment of critical thinking in the classroom, and an afternoon session that highlights the pressures of combining academic careers and family responsibilities.

The conference is co-sponsored by the Texas Tech Office of the President, the Rawls College of Business, the Edward E. Whitacre Jr. College of Engineering and Wayland Baptist University. Other sponsors include the Texas Tech Honors College, the College of Outreach and Distance Education, the College of Agricultural Sciences and Natural Resources and the College of Arts and Sciences.

Registration for the event is free, and a complimentary lunch will be provided each day at noon. To register, visit <http://www.tlhc.ttu.edu/content/asp/conferences/atalc/ConfRegistration/Register.aspx>.

**CONTACT: Suzanna Tapp, unit assistant director, Teaching Learning and Technology Center, Texas Tech University, (806) 742- 0133 or [suzanne.tapp@ttu.edu](mailto:suzanne.tapp@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 2, 2009

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

### **Texas Academy of Science Meeting at Texas Tech University at Junction Expected to Become Largest in Junction Campus' History**

Organizers of the 2009 Annual Meeting of the Texas Academy of Science are expecting record numbers of attendees at Texas Tech University's Junction campus, and possibly record numbers for the history of the meeting.

Presentations for the 2009 meeting will run March 5-7. This is the 112th for the Texas Academy of Science, and a featured symposium is expected to highlight Texas Tech University's award-winning Outdoor School.

On March 5, the Llano River Field Station on the Junction campus will serve as home base for more than 275 presentations that will cover all of the sciences and mathematics for the expected 500 attendees.

Tom Arsuffi, director of the Llano River Field Station, has helped to coordinate the conference.

"The exposure and image value to Texas Tech's Llano River Field Station as host to the annual meeting of the Texas Academy of Science is immense," Arsuffi said. "It allows us to showcase our programs and the vast opportunities for research, education and engagement in range, water and natural resources in Texas' most pristine river and picturesque watersheds in the Texas Hill Country."

Organizers expect attendees from 15 different states and Mexico, he said.

The mayor of Junction, James Murr, will attend the conference banquet, and the president of the Texas Academy of Science, Raymond Matthews, will oversee conference events.

Also on the conference agenda is the distribution of two awards. One influential Texan will receive the Texas Outstanding Scientist Award and another will receive the Outstanding Teacher Award. The winners were chosen through a nomination process that included entries from across the state.

Past winners of the distinguished Texas Outstanding Scientist Award include heart surgery pioneer Dr. Michael DeBakey, internationally-known chemist Norman Hackerman and the NASA Mars Meteorite Research Team.

Arsuffi said that this conference has the potential to bring some well-deserved attention to the Junction campus.

“As realtors are fond of saying, it’s location, location, location,” Arsuffi said. “At the Llano River Field Station we have it and we want scientists, educators and professionals to know about it.”

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Michele Moskos, marketing director, College of Outreach and Distance Education, (806)742.7202 ext. 276, or [michele.moskos@ttu.edu](mailto:michele.moskos@ttu.edu).**



TEXAS TECH UNIVERSITY SYSTEM

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 3, 2009

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

### **Texas Tech Sets First Community Engagement Conference**

Successful universities reach beyond their campuses to share their expertise. Texas Tech has a long history of engaging with the community and is making a concerted effort to increase outreach in the areas of research, service and teaching.

To that end, Texas Tech University System is hosting the first Community Engagement Conference March 26. The conference features speakers who will bring a national perspective on community engagement. The conference, "Community-Engaged Scholarship: What Does it Mean and Why Does it Matter," is set from 8 a.m. to 6 p.m. at the Texas Tech Student Union Building. Texas Tech, Angelo State University and the Texas Tech Health Sciences Center will all participate. The conference is open to the public.

"We are proud of the way our universities reach out to elevate the quality of life for communities in Texas and people all over the world," said Kent Hance, chancellor of the Texas Tech University System. "We need to further these efforts and learn how to better share our knowledge and resources with those who can benefit from them."

In 2006, Texas Tech was one of the first 62 institutions and the first university in Texas to earn the Carnegie Foundation's classification for Community Engagement. In 2007 and 2008 the university was named to the Corporation for National and Community Service President's Higher Education Community Service Honor Roll. Texas Tech is one of 20 institutions in the state to receive the 2008 honor.

Community engagement takes many forms including service learning, where classes as part of their semester's work do projects to benefit non-profit organizations or researchers working with community leaders and industry to solve a variety of problems.

"We hope this conference helps our faculty at all three universities not only define and assess community engagement, but also to understand the interest of federal funding agencies in documenting the societal impact of research," said Matt Baker, conference chair and dean of the Texas Tech University College of Outreach and Distance Education.

Keynote presentations at the conference include:

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- Carnegie's 2008 Community Engagement Classification: Profile of Institutional Strengths and Challenges presented by Amy Driscoll, consulting scholars at the Carnegie Foundation for the Advancement of Teaching.
- Service Learning: Strengthening Higher Education and Closing the Gaps, presented by Patricia Paredes, executive director of the Texas Campus Compact.
- Engaging Engagement: The Kentucky Experience presented by Phil Greasley, associate provost for university engagement at the University of Kentucky.

Other sessions will focus on strategies for National Science Foundation and National Institutes of Health funding for engaged research and examples of successful community-engaged teaching, research and service by faculty and administrators at each university.

Registration fees are \$45 for faculty and staff; \$25 for students and \$65 for all others. The fee includes a continental breakfast, breaks, a luncheon and closing reception. For more information or to register go to

[www.depts.ttu.edu/ode/outreach/conferences/engagement-conference.php](http://www.depts.ttu.edu/ode/outreach/conferences/engagement-conference.php).

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**CONTACT: Birgit Green, director of outreach, Texas Tech College of Outreach and Distance Education, (806) 742-7202, ext. 237 or [birgit.green@ttu.edu](mailto:birgit.green@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: March 3, 2009

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

**Texas Tech University's 4th Social Work Celebration  
Creates Interest in Helping Veterans**

In honor of National Professional Social Work Month, Texas Tech University's Social Work Program will hold the 4<sup>th</sup> Social Work Celebration at Texas Tech.

The event, titled Social Work in the Service of Veterans, will run from 7-9 p.m. March 5 in room 109 of the School of Law Building. It is held in collaboration with the Lubbock Vet Center, Amarillo VA Health Care System, Texas Tech's Social Work Program Community Advisory Committee and the Student Association of Social Workers.

At this year's event, students can find out more about area social work practice options and agencies. Experts from Dallas and Amarillo as well as local professionals will describe what their agencies do for veterans, as well as answer questions about social work careers focused on veterans' needs.

Also, licensed social workers can attain a free 1.0 Texas Social Work continuing education unit through Caprock Home Health Services Inc.

"The Social Work Celebration provides a unique opportunity for students to network with local professional social workers," said Helen Morrow, director of the Social Work Program. "When we said we were going to highlight work with veterans, the community shouted a resounding 'Yes.' People are really excited about this. We're planning to have several professional social workers in the field on hand to share their experiences. A reception will follow in the School of Law Forum to allow students and others to become more acquainted with the various agencies that serve veterans."

The theme for National Social Work Month for 2009 is Social Work: Purpose and Possibility. The goal of National Social Work Month is to showcase how social workers help people at every stage of life while promoting dignity for everyone, especially the most vulnerable citizens.

Texas Tech University's baccalaureate social work degree program is a division of the Department of Sociology, Anthropology, and Social Work and is accredited by the Council on Social Work Education.

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The Social Work Division has been active for more than 30 years and continues to enjoy widespread acceptance in the professional community in Texas and across the nation.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Helen Morrow, director of the Social Work Program at Texas Tech University, (806) 742-2400 or [helen.morrow@ttu.edu](mailto:helen.morrow@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: March 3, 2009

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

**Experts Available to Speak on St. Patrick's Life,  
Celtic Music and Genealogy**

Believe it or not, there's more to St. Patrick's Day than green beer and bar specials.

From discussing Celtic music and legendary Irish creatures to searching Irish genealogy and biographical information on St. Patrick, Texas Tech University experts can answer your questions about the Emerald Isle. For more information, visit [experts.ttu.edu](http://experts.ttu.edu).

**John Howe, professor in the Department of History**, knows that the lore and legends surrounding one of Christianity's most recognizable saints can make discovering the real St. Patrick difficult. He can separate the biographical fact from embellished fiction. **He can be reached at (806) 742-1004 ext. 233, [john.howe@ttu.edu](mailto:john.howe@ttu.edu), or visit [www2.tlhc.ttu.edu/howe](http://www2.tlhc.ttu.edu/howe).**

**John McGlone, professor of animal and food sciences in the College of Agricultural Sciences**, can speak about genealogy and his personal genealogical search for his Irish ancestors. He can offer advice on conducting a search for ancestors in other countries. Also, he can discuss Irish holidays and their histories, what it means to be Irish in America, and some of the common stereotypes Irish people have to face. **He is available until March 13 and can be reached at (806) 742-2805 ext. 246 or [john.mcglone@ttu.edu](mailto:john.mcglone@ttu.edu).**

**Christopher Smith, associate professor of musicology and director of the Texas Tech Celtic ensemble in the School of Music**, can discuss how Celtic music, a rich piece of Irish culture, is passed down through many different generations as a form of oral history. **He can be reached at (806) 742-2270 ext. 249 or [christopher.smith@ttu.edu](mailto:christopher.smith@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 4, 2009

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

### **Texas Tech Joins Prestigious Supercomputing Club**

The acquisition of a new high performance computing cluster places Texas Tech University among the top universities in the world. The Top 500 Project ranks Texas Tech as 288 in the world and 71 among world academic institutions, 28 among U.S. academic institutions for computer power.

The ranking places Texas Tech second in Texas and third in the Big 12 behind the University of Texas and the University of Oklahoma. The TOP 500 Supercomputer Sites group has been ranking the 500 fastest computer systems in the world since 1993. The list includes computer systems from national research laboratories, universities and the private sector.

“High performance computing is used world-wide in virtually every area of scientific research and discovery,” said Guy Bailey, president of Texas Tech. “This new cluster places us among the very best universities in the world in this area and will help us reach our goal to increase research and strive to attain Tier One university status in Texas.”

Texas Tech acquired the DELL high performance cluster known as Grendel late last year. It is housed in the newly constructed High Performance Computing Center (HPCC) in the Experimental Sciences Building. Grendel consists of 1,680 processor cores and 100 terabytes of directly attached storage capable of an aggregate processing speed of 20 teraflops. In lay terms that is the equivalent of the power of 1,600 standard desktop computers working at one time on a problem. Grendel represents a four-fold increase in power over the university’s existing cluster, which remains available to researchers.

“We engaged our researchers to help us determine what we needed to meet the increasing demand for a higher density computing environment,” said Sam Segran, chief information officer for the university. “The new cluster will accelerate current research projects and help us recruit new researchers.”

For one graduate student, the Grendel was the difference in completing his research. Casey Richardson is a research assistant working on his master’s degree, funded by the National Institutes of Health. He created an algorithm to search for MicroRNAs, which are genes made from DNA but differ from other genes in that they do not encode proteins. The discovery of MicroRNAs in the 1990s opened the field of RNA interference, the subject of the 2006 Nobel Prize in Medicine and Physiology. By discovering new MicroRNAs and elucidating the

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mechanisms of how they turn off other genes, for example a cancer gene could be made to deactivate.

“I was stalled in my research with the old system, it just was not powerful enough to run the computations. I was able to run only about one percent of my work,” Richardson said. “With Grendel, I finished a project in a week that had been stalled for about three months.”

According to Phil Smith, senior director for the HPCC, the new supercomputing cluster will accelerate current Texas Tech research projects in high energy physics, molecular dynamics, computational chemistry, fluid flow modeling, and other areas that collectively generate approximately \$4 million in research funds each year. The new facility also provides room for on-site support staff and additional computing capacity as the need arises. The facility is a cooperative effort with the Office of the Chief Information Officer, the vice president of research and the Office of Facilities, Planning and Construction.

A component of the university’s Information Technology Division, the HPCC supports research and teaching by providing resources and expertise for supercomputing, grid computing and cyber-infrastructure.

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Find Texas Tech experts and story ideas at [www.depts.ttu.edu/communications/media/](http://www.depts.ttu.edu/communications/media/).

**CONTACT: Sam Segran, Texas Tech chief information officer, at (806) 742-5151 or [sam.segran@ttu.edu](mailto:sam.segran@ttu.edu).**



# Advisory

**FOR IMMEDIATE RELEASE**

DATE: March 4, 2009

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

**New Texas Tech Regents Sworn-In, Officers Elected**

WHAT: Swearing-in ceremony and officer election

WHEN: 8 a.m. Thursday (March 5)

WHERE: Matador Room, second floor of the Student Union Building on the Texas Tech University campus.

EVENT: New officers will be elected to lead the Texas Tech University System Board of Regents.

Three new regents will take the oath of office. They are: John Huffaker of Amarillo, Mickey L. Long of Midland and Nancy Neal of Lubbock.

Huffaker is a partner at Sprouse Shrader Smith Law Firm. He replaces Windy Sitton of Lubbock.

Long is president of Westex Well Service LP. He replaces Bob Stafford of Amarillo.

Neal is a registered nurse, former school health nurse and past member of the Texas Higher Education Coordinating Board. She replaces Scott Dueser of Abilene.

The terms of the new regents will expire Jan. 31, 2015. The governor appoints to the board nine people in staggered six-year terms to the board plus one student regent who serves a one-year term.

CONTACT: Sally Logue Post, director, Office of Communications and Marketing, (806) 742-2136 or [sally.post@ttu.edu](mailto:sally.post@ttu.edu).

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Find Texas Tech experts and story ideas at [www.depts.ttu.edu/communications/media/](http://www.depts.ttu.edu/communications/media/).



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

Date: March 4, 2009

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

**Texas Tech System, State Comptroller Host  
Regional Economic Opportunity Conference in San Angelo**

Texas Tech University System and the State Comptroller of Public Accounts will host the seventh annual Regional Economic Opportunity Forum March 17- 18 at the Houston Hart University Center on the campus of Angelo State University, 2601 West Avenue N.

The two-day Procurement Connection Seminar and Expo is designed to help minority- and woman-owned businesses achieve Historically Underutilized Business (HUB) certification and how to do business with the state. Small business vendors will have an opportunity to network with state procurement officers on how to bid on government contracts.

A historically underutilized business is one that is at least 51 percent owned by an Asian, Pacific American, Black American, Hispanic American, Native American and/or American woman. The business must have its principal place of business in Texas, and have an owner residing in Texas with a proportionate interest that actively participates in the control, operations and management of the entity's affairs.

The forum is sponsored by Angelo State University, Texas Tech University, Texas Tech University Health Sciences Center, Office of the Comptroller of Public Accounts, and supported by the State of Texas HUB Discussion Workgroup Outreach Committee, and the Texas Department of Transportation.

The event is free. Those interested can register online at [www.Texas4HUBs.org](http://www.Texas4HUBs.org) or contact: Rachel Snell, statewide HUB marketing coordinator for the Texas Comptroller at (512) 463-6958 or Margaret Mata, Angelo State director of purchasing at (325) 942-2012.

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CONTACT: Lorenzo "Bubba" Sedeno, Texas Tech University manager of HUB operations, at (806) 742-4440, [bubba.sedeno@ttu.edu](mailto:bubba.sedeno@ttu.edu) or [irene.montoya@ttu.edu](mailto:irene.montoya@ttu.edu).



# News Release

**FOR IMMEDIATE RELEASE**

DATE: March 5, 2009

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

**Texas Tech Board of Regents Elects Officers, Swears In New Members**

The Texas Tech University System Board of Regents today (March 5) elected Larry Anders and Jerry Turner chair and vice chair, respectively. The two will serve two-year terms, beginning immediately.

Anders, who just completed a term as vice chair of the board, replaces F. Scott Dueser of Abilene as chair of the board.

Anders was appointed to the board in 2005. He is the chairman and majority owner of Summit Alliance Companies, an independent investment advisory and financial services firm in Dallas. A native of Lubbock, Anders attended West Texas State University before attending Texas Tech. His term expires on Jan. 31, 2011.

Turner was appointed to the board in 2007. He is a partner at Andrews Kurth, L.L.P. specializing in public finance. Turner, who lives in Blanco, graduated from Texas Tech with a bachelor's degree in 1968. His term expires on Jan. 31, 2013.

Also today, three new regents took their oath of office. They are: John Huffaker of Amarillo, Mickey L. Long of Midland and Nancy Neal of Lubbock.

Huffaker is a partner at Sprouse Shrader Smith Law Firm. He replaces Windy Sitton of Lubbock. Long is president of Westex Well Service LP. He replaces Bob Stafford of Amarillo. Neal is a registered nurse, former school health nurse and past member of the Texas Higher Education Coordinating Board. She replaces Scott Dueser of Abilene.

The terms of the new regents will expire Jan. 31, 2015. The governor appoints nine people in staggered six-year terms to the board plus one student regent who serves a one-year term.

For more on the Texas Tech University Board of Regents, go to: [www.texastech.edu](http://www.texastech.edu).



## **EVENT ADVISORY**

Date: March 6, 2008

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

### **Texas Tech Schedules Test of Emergency Alert and Siren Systems**

**WHAT:** Annual test of Texas Tech University's emergency siren and notification systems.

**WHEN:** 10 a.m. on Tuesday (March 10).

**EVENT:** Sirens are located on the roofs of the Robert Ewalt Student Recreation Center, the Chemistry Building, Drane Hall and the Industrial Engineering Building. The sirens will sound for one minute. The sirens will be checked to make sure each is functioning properly. The siren system is used in the event of weather emergencies.

The TechAlert emergency notification system will be activated at the same time. Students, faculty and staff are asked to update their cell phone, text and e-mail information at [www.ttu.edu/emergency](http://www.ttu.edu/emergency). The system is used to alert the university community of emergency situations or class cancellations or delays.

**CONTACT:** Sally Logue Post, director, Office of Communications and Marketing,  
(806) 742-2136.

**[EDITOR'S NOTE:** Please ask your meteorologists to mention this test so people on the campus will be aware this is only a test.]



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: March 6, 2009

CONTACT: Jeff Sammons, [jeff.sammons@ttu.edu](mailto:jeff.sammons@ttu.edu)  
(806) 742-3451

**Texas Tech Celebrates Opening of New Engineering Center**

**WHAT:** Ribbon Cutting Ceremony for Texas Tech University's Livermore Center

**WHEN:** 4 p.m. Monday (March 9)

**WHERE:** Between Dan Law Field and the rear of the Chemical and Petroleum Engineering Buildings. Reserved media parking will be available through the north campus entry station adjacent to Dan Law Field.

**EVENT:** The recently completed Livermore Center is the first stage of a multiphase project to renovate and expand Texas Tech's Whitacre College of Engineering, beginning with the renovation of the Livermore Auditorium. The project team of F&S Partners of Dallas, Lee Lewis Construction of Lubbock and Texas Tech's Facilities Planning and Construction created the Livermore Center by demolishing an existing concrete balcony and adding a second floor containing research laboratories and offices. The project converted the first floor to classroom, lab and student interactive space, added new stairs and an elevator, and added the campus' distinctive Spanish Renaissance Architecture feature to the building façade.

The building opened for the spring 2009 semester.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Jeff Sammons, senior editor, Whitacre College of Engineering, Texas Tech University, (806) 742-3451, or [jeff.sammons@ttu.edu](mailto:jeff.sammons@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 9, 2009

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)

(806) 742-2136

### **Texas Tech Sets Test of Emergency Sirens, Notification System**

Texas Tech University will test its TechAlert emergency communications system and sirens at 10 a.m. Tuesday (March 10).

“The safety of our university community is our top priority,” said Ronald Phillips, university counsel and emergency management coordinator. “We test our sirens once a year and our TechAlert system at least twice a year. It’s important that our faculty, staff and students know the sound of our sirens and what to do when they are activated. It’s also vital that we have current phone, text message and e-mail contacts so that our emergency communications system can get the latest information out as fast as possible.”

The TechAlert emergency notification system will be activated at the same time as the siren test. To update cell phones, home phones or text message information, go to [www.ttu.edu/emergency](http://www.ttu.edu/emergency). The system is used to alert the university community of emergency situations or class cancellations or delays.

Sirens are located on the roofs of the Robert Ewalt Student Recreation Center, the Chemistry Building, Drane Hall and the Industrial Engineering Building. The sirens will sound for one minute. The sirens will be checked to make sure each is functioning properly.

The siren system is used in the event of weather emergencies. Persons should immediately seek shelter upon hearing the siren. University police car sirens and loudspeakers will be used to broadcast alerts and instructions. For more information on severe weather and other emergencies, go to <http://www.depts.ttu.edu/communications/emergency/procedures.php>.

-30-

**CONTACT: Sally Logue Post, director, Office of Communications and Marketing, (806) 742-2136 or [sally.post@ttu.edu](mailto:sally.post@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: March 9, 2009

CONTACT: Jessica Benham, [jessica.benham@ttu.edu](mailto:jessica.benham@ttu.edu)  
(806) 742-2136

## **Texas Tech Launches Searchable Road Raiders Web Site**

Texas Tech University Parent and Family Relations in collaboration with the Texas Tech Parents Association (Tech Parents) announce [www.roadraiders.ttu.edu](http://www.roadraiders.ttu.edu), a Web site that offers students an easy way to locate Road Raiders in their area.

Road Raiders are members of Tech Parents who provide their phone numbers for Texas Tech students in case they need directions, a rest stop or assistance with car trouble while traveling.

Texas Tech students can now search for Road Raiders from their wireless phones (providing they have Web access on their service plans) or from their computers.

In order to protect Road Raiders' privacy, students will need to provide their eraider and password to access the site. They can then select a country, state and city to search for Road Raiders. A printable PDF version will continue to be available for download at [www.parent.ttu.edu](http://www.parent.ttu.edu).

"Road Raiders is a great example of Tech Parents seeing a need for travel safety for Texas Tech students and acting on it," said Christine Self, unit coordinator of Parent and Family Relations. "Many parents have told us how much they appreciate knowing that there are other parents across the state of Texas and United States who are there to help their students should the need arise."

**CONTACT: Christine Self, unit coordinator, Parent and Family Relations,**  
(806)742-3630, [christine.self@ttu.edu](mailto:christine.self@ttu.edu).



## TEXAS TECH UNIVERSITY

said Christine Self, Unit Coordinator of Parent and Family Relations. “Tech Parents started this program many years ago, when some students had car trouble on their way to a Tech football game being played in College Station and didn’t know who to call for help.”



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: March 9, 2009

CONTACT: Jessica Benham, [jessica.benham@ttu.edu](mailto:jessica.benham@ttu.edu)  
(806) 742-2136

## **College of Architecture Launches Green Campus Action Plan Web Site**

Texas Tech University's College of Architecture has launched a Web site detailing information about its two-day symposium and workshop April 15-16 that aims to create a more environmentally friendly campus.

The site, <http://www.arch.ttu.edu/greencampus/schedule.htm>, displays information about the various workshops and panel discussions that will take place during the two-day event.

The goal of the symposium is to develop a green action plan that is backed by Texas Tech administration and facilities planners and can be implemented to help reduce energy usage and paper waste on campus.

Through a series of panel discussions and workshops led by two nationally recognized experts in green campuses and economies, event organizers hope to glean input from students, staff and faculty with expertise in fields such as sustainable design, engineering, economics and water conservation before hunkering down with university managers and leaders to hammer out a green campus action plan.

**CONTACT: David Driskill, associate academic dean, College of Architecture, Texas Tech University, (806) 742-3136 or [david.driskill@ttu.edu](mailto:david.driskill@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: March 9, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

### **Hispanic Immigration Filled with Opportunities**

Texas Tech University authors make argument for Hispanic-led economic boom.

The booming Hispanic population in the United States presents well-publicized challenges, but three Texas Tech University colleagues believe that the Hispanic immigration phenomenon presents opportunities, not roadblocks.

A new book "Hispanic Heresy: What is the Impact of America's Largest Population of Immigrants?" asserts that opportunities exist relevant to the historical value of immigrants and their willingness to take on the entry level jobs and work their way up to achieve the American dream.

Co-authors are Angel L. Reyes III, a 2008 graduate of the Texas Tech Rawls College of Business Executive MBA program and Dallas-area attorney; Bradley Ewing, the Jerry S. Rawls Professor in Operations Management; and James Wetherbe, Rawls College of Business Stevenson Chair in Information Technology. The trio works to dispel many of the misunderstandings about how Hispanics in America impact the country's socio-economics.

The three authors, who embrace different political points of view, are available for discussion and comment.

The book is available online at [Amazon.com](http://Amazon.com).

For more on this story, visit [www.media.ttu.edu](http://www.media.ttu.edu).

To download broadcast-quality interviews with the authors:

Windows:

1. Go to My Computer
2. At the address bar at the top, copy and paste the ftp address <ftp://129.118.56.46>
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Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

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**CONTACT: Angel Reyes III, managing partner; Heygood, Orr, Reyes, Pearson & Bartolomei, (877) 308-7900, or [angel@reyeslaw.com](mailto:angel@reyeslaw.com); Bradley Ewing, Rawls Professor in Operations Management, Rawls College of Business, (806) 742-3939 or [bradley.ewing@ttu.edu](mailto:bradley.ewing@ttu.edu); and James Wetherbe, Stevenson Chair in Information Technology, Rawls College of Business, Texas Tech University, (806) 742-0930, or [jim.wetherbe@ttu.edu](mailto:jim.wetherbe@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 9, 2009

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

### **Texas Tech Pop-Culture Expert Compares Reinventions of Barbie to Madonna**

She was small and so petite. Her clothes and figure looked so neat. Her dazzling outfit rang a bell. At parties she would cast a spell.

But in the past 50 years, Barbie's come a long way, baby, according to a pop-culture expert at Texas Tech University.

For better or for worse, very few toys have had the impact that the Mattel-made doll has had on American culture, said Richard Verrone, unit coordinator of undergraduate research in the Honors College and a history expert on pop-culture and 20<sup>th</sup> century America. The doll probably vies for the No. 1 spot of most iconic toy with G.I. Joe.

"In the past 50 years, Barbie has totally evolved," Verrone said. "It's interesting to watch that. She's someone who has constantly reinvented herself, kind of like Madonna has during her career. She's always changing not only with what the makers of Barbie think that's going to sell but also with what's going to be relevant to young women. In 1959 she was blond-haired, blue-eyed and they actually put tan lines on the doll to make her this beach beauty girl. She's changed to a multi-career woman who juggles life like today's woman. She's been an astronaut, a vice-president candidate and a World Cup soccer player. Now you've got black, Hispanic and Asian Barbies as well as other nationalities. She's the epitome of an evolving icon in American pop culture."

While it's true that the doll experienced some serious backlash for teaching negative, subordinate stereotypes to girls during the feminist movement in the '70s and '80s, marketers began to realize Barbie had to grow with the changing social landscape if they wanted to keep her on store shelves.

"Early on, feminists had a huge problem with this stereotypical figure being the only example in girls' bedrooms for young girls to imitate," he said. "But the other side of the argument is that Barbie gave young girls an outlet of imagination – 'Here are the things I can do. She doesn't have to be in the bathing suit.' They could make her what they wanted in their imaginations."

“The more sophisticated Barbie becomes, the worldlier she becomes, then the more relevant she’ll continue to be. She’s weathered the storms of American pop-culture. As long as there are Barbies of different races and different careers, she’ll be around.”

**CONTACT: Richard Verrone, unit coordinator, the Honors College, Texas Tech University, (806) 742-1328, richard.verrone@ttu.edu.**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: March 10, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)

(806) 742-2136

### **Experts: Hispanic Boom is Economic Boon**

Texas Tech University authors make argument for Hispanic-led economic boom.

The booming Hispanic population in the United States presents well-publicized challenges, but three Texas Tech University colleagues believe that the Hispanic immigration phenomenon presents opportunities, not roadblocks.

A new book “Hispanic Heresy: What is the Impact of America’s Largest Population of Immigrants?” asserts that opportunities exist relevant to the historical value of immigrants and their willingness to take on the entry level jobs and work their way up to achieve the American dream.

Co-authors are Angel L. Reyes III, a 2008 graduate of the Texas Tech Rawls College of Business Executive MBA program and Dallas-area attorney; Bradley Ewing, the Jerry S. Rawls Professor in Operations Management; and James Wetherbe, Rawls College of Business Stevenson Chair in Information Technology. The trio works to dispel many of the misunderstandings about how Hispanics in America impact the country’s socio-economics.

The three authors, who embrace different political points of view, are available for discussion and comment.

The book is available online at [www.meadpublishing.biz](http://www.meadpublishing.biz).

[Read the full story.](#)

### BONUS FEATURES:

To download broadcast-quality interviews with the authors or high-resolution photos:  
Windows:

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**CONTACT: Angel Reyes III, managing partner; Heygood, Orr, Reyes, Pearson & Bartolomei, (877) 308-7900, or [angel@reyeslaw.com](mailto:angel@reyeslaw.com); Bradley Ewing, Rawls Professor in Operations Management, Rawls College of Business, (806) 742-3939 or [bradley.ewing@ttu.edu](mailto:bradley.ewing@ttu.edu); and James Wetherbe, Stevenson Chair in Information Technology, Rawls College of Business, Texas Tech University, (806) 742-0930, or [jim.wetherbe@ttu.edu](mailto:jim.wetherbe@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: March 10, 2009

CONTACT: Sarah Whetstone, [sarah.whetstone@ttu.edu](mailto:sarah.whetstone@ttu.edu)  
(806) 742-2136

**Rawls College of Business Hosts CEO Kathleen Mason at Luncheon**  
Speaker to present “Retail – Evolution or Revolution?”

- WHAT:** Rawls College of Business Chief Executives’ Roundtable Luncheon
- WHEN:** 11:30 a.m., March 12
- WHERE:** Merket Alumni Center, Texas Tech University, 17<sup>th</sup> Street and University Avenue. Parking is available in spaces marked as Merket visitor parking.
- EVENT:** Texas Tech University and the Rawls College of Business will host marketing powerhouse and CEO of Tuesday Morning Corp., Kathleen Mason, to speak at the Chief Executives’ Roundtable Luncheon. Mason will share insights from more than 25 years of marketing and merchandising experience in a presentation entitled, “Retail – Evolution or Revolution?”

Throughout her career, Mason has developed a knack for turning dwindling sales into profits. She took over as CEO for Tuesday Morning Corp., North America’s largest retailer of deeply discounted home furnishings, in 2000. In less than a decade with the company, the business has doubled in size and other retailers are mimicking her strategy.

Mason is a member of The Executive Committee, an international organization of CEOs; the board of the Dallas Chamber of Commerce and the International Women’s Forum among many others.

In 2003, Mason received the Entrepreneur of the Year Award for the Southwest and the Association of Corporate Growth named Tuesday Morning as the Corporate Growth Award winner for 2004-2005. She was recently recognized by the Dallas Business Journal as one of the top 25 Most Influential Women in business in the Dallas/Fort Worth metroplex.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Alice Oles, CER coordinator, at (806) 742-3940 or [rawls.events@ttu.edu](mailto:rawls.events@ttu.edu).**

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TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: March 10, 2009

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

## **Parking Information for Get Motivated Seminar**

Heavy traffic is expected for the Get Motivated seminar Thursday (March 12) at the Texas Tech University United Spirit Arena.

The doors to the United Spirit Arena will open at 6:45 a.m. Officials urge those attending to arrive early to ensure time to park then receive seminar materials before the presentations begin. The seminar runs from 8 a.m. to 4:45 p.m.

All parking will be marked and personnel will be stationed at lots to assist those attending the seminar. Shuttle buses will also run from Texas Tech satellite parking areas at 10<sup>th</sup> Street and Texas Tech Parkway and from the parking lots north of the Civic Center, 1501 Mac Davis Lane. Shuttles will run 6 a.m. to 6 p.m.

Get Motivated is a motivational business event targeted at teaching attendees how to increase their productivity and income. Speakers include Rudy Giuliani, Zig Ziglar and Robert Schuller.

**CONTACT: Rey Suarez, University Parking Services, (806) 742-PARK (7275) ext. 249.**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 11, 2009

CONTACT: Moriah Beyers, moriah.beyers@ttu.edu  
(806) 742-2805

### **Texas Tech's Meat Judging Team Dominates Spring Contests**

Texas Tech University's meat judging team walked away with first place honors March 8 at the Houston Livestock Show's Meat Judging Contest for the fifth year in a row.

The contest is the third win of 2009 for the 15-member team and the eighth consecutive win for Texas Tech's meat judging program.

The Red Raiders dominated the competition, winning first with 4,087 points, and second with 4,010 points. Other top finishers, in placement order, were Colorado State University, Texas A&M University, Oklahoma State University and Kansas State University. Thirteen universities competed at the contest.

"All of the hard work and long hours that these students put in has rewarded them with one of the most successful and dominating springs in recent memory," said Travis O'Quinn, Texas Tech graduate student and coach.

This is the first time in Texas Tech history that the school's meat judging team has won eight consecutive contests, said Mark Miller, Texas Tech's San Antonio Livestock Show Distinguished Chair in Meat Science.

The 2008 team won five consecutive contests and the 2009 team has won three consecutive contests including contests in Denver, Ft. Worth and Houston.

Four of the top-ten individuals were from Texas Tech. Meagan Igo, a sophomore from Plainview, took first, Collin Corbin, a sophomore from Webster, placed second, and Amber Krause, a sophomore from Florence, placed third. Abby Long, a sophomore from Boerne, was the tenth place individual in the overall competition.

In addition to Igo, Corbin, Krause and Long, team members include:

- Matt Bruton, a sophomore from Throckmorton
- Sarah Calhoun, a sophomore from Weatherford
- Adam Copeland, a sophomore from Katy
- Tate Corliss, a junior from Estancia, N.M.
- Kelsey Fletcher, a sophomore from Universal City
- Josh Hasty, a junior from Cleburne

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- Kelly Hutton, a sophomore from Castle Rock, Colo.
- Jett Mason, a sophomore from Brownfield
- Josh McCann, a sophomore from Newport, Va.
- Brandon O'Quinn, a sophomore from League City
- Henry Ruiz, a junior from Eagle Pass

The team is coached by Miller and O'Quinn.

**CONTACT: Markus Miller, San Antonio Livestock Show distinguished chair, Meat Science, Food Processing & Preservation, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805 ext. 231 or [mfmrraider@aol.com](mailto:mfmrraider@aol.com).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: March 11, 2009

CONTACT: Sean Cleveland, [sean.cleveland@ttu.edu](mailto:sean.cleveland@ttu.edu)  
(806) 742-4108

### **Strong Spring Start for Texas Tech Ranch Horse Team**

Building on its high-profile performance at the inaugural American Stock Horse Association National Championship Show last semester, Texas Tech University's Ranch Horse Team turned in a dominating performance at the first of the collegiate spring season's stock horse shows last week.

The Red Raiders began their season March 5 in Abilene with a strong outing by Team Black and Team Red. The teams finished first and second, respectively, over seven collegiate teams from across the West and Southwest. New Mexico State University, Clarendon College and Laramie County Community College rounded out the top five teams in the standings.

"The reason we have so much success is the hard work and dedication of our students," said Kris Wilson, the team's coach and an assistant professor in Texas Tech's Department of Animal and Food Sciences. "I believe we truly have the hardest working, most talented students in the country."

Several individual Tech riders rode to victory, earning multiple honors in the two categories. Alicia Daugherty, a senior agricultural communications major from Alpine, earned Reserve Champion honors in the Non Professional Division, while Jay Ray Sagaser, a freshman animal science major from Cotton Center, reined in fifth in the division.

Separately, Will Wallendorff, a junior animal science major from Hedley, was the Novice Champion with Adam Schwalm, a sophomore animal science major from Plano, earning the division's Reserve Champion distinction. Dusty Burson, a sophomore animal science major from Silverton, placed fifth in the division.

Texas Tech's Ranch Horse Team members include:

#### **Novice\***

- Schwalm
- Cooper Cogdell, a freshman from Silverton
- Dusty Burson
- Luke England, a sophomore from Winters
- Wallendorff

*\*Riders with less than two years experience showing ranch/stock horses*

#### **Limited Non Professional\***

- Zack Burson, a senior from Silverton

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- Kara Kraich, a senior from Akron, Colo.
  - Kelsey Lieurance, a freshman from El Paso
  - Krystal Towle, a sophomore mass communications major from Denton.
  - Will Boedeker, a senior history major from Quitique
- \*An intermediate division for those with more than two years experience showing ranch/stock horses*

**Non Professional\***

- Ashley Hartzog, a senior from Farwell
  - Jenn Richards, a senior psychology major from Rosenberg
  - Daugherty
  - Sageser
  - Brienne Aucutt, a senior from Portales, N.M.
  - Tyler Theissen, a junior agricultural business major from McCook, Neb.
- \* An advanced division for those with extensive, though non professional, experience showing ranch/stock horses*

Several more competitions are on tap this spring, with the final event of the season being the 2009 ASHA Collegiate National Championship on April 25 at the Texas Tech Equestrian Center.

“We’re proud of all that we have accomplished this year and with the improvement we’ve made since the fall, but all of this is just a stepping stone to our goal of winning the first national championship,” Wilson said.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Kris Wilson, coach, Texas Tech University Ranch Horse Team and Assistant Professor, Department of Animal and Food Sciences, (806) 742-2805 ext. 236 or [k.wilson@ttu.edu](mailto:k.wilson@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 12, 2009

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

### **Vietnam Center Hosts Conference on Wars in Laos, Cambodia and Thailand**

Texas Tech University's Vietnam Center will host a conference on Laos, Cambodia, and Thailand and the Vietnam War March 13-14 at the Holiday Inn Park Plaza.

All conference presentations will take place in the Mahogany/Sycamore Room. Books will be for sale in the Mesquite Room.

The conference will provide additional insight into some of the regional and international implications of the Vietnam War, said Stephen Maxner, director of the Vietnam Center, and the CIA Center for the Study of Intelligence will use the conference to release some previously classified studies of the Vietnam War to include the then-secret war in Laos.

"These remarkable materials will add substantially to our collective understanding of the Vietnam War," Maxner said. "This collaborative release during a university conference is highly commendable as it reflects transparency in government and directly contributes to the open exchange of ideas that is at the foundation of any great university."

Texas Tech President Guy Bailey will open the conference with remarks. Sessions are open to the public but registration is required to join in the conference meals. Registration will take place on site at the Holiday Inn.

Sessions include:

- 8:30 a.m. March 13: Understanding the War in Southeast Asia through the declassified works of Thomas Ahern. Clayton Laurie, a historian for the CIA Center for the Study of Intelligence, will moderate the discussion.
- 10:30 a.m. March 13: Vietnamese perspectives on the War in Laos and Cambodia. Ron Milam, interim director of the Center for War and Diplomacy in the Post-Vietnam War Era at Texas Tech, will moderate the discussion.
- 3:30 p.m. March 13: The War in Laos: The Early Years. Marc Jason Gilbert, NEH Endowed Chair in World History and Humanities at Hawai'i Pacific University, will moderate the discussion.

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- 5:30 p.m. March 13: The War in Laos. Dennis Patterson, interim director for the Institute of Modern Conflict, Diplomacy and Reconciliation at Texas Tech, will moderate the discussion.
- 8a.m. March 14: New Interpretations of the War in Laos. Joyce Hoffmann, professor of journalism at Old Dominion University, will moderate the discussion.
- 10:30 a.m. March 14: Postwar Laos. Michael Carroll, SDF Postdoctoral Fellow at the University of Calgary, will moderate the discussion.
- 4 p.m. March 14: The War in Cambodia. Kelly Crager, head of the Oral History Project at the Vietnam Center, will moderate the discussion.
- 5:30 p.m. March 14: The War in Thailand. Jeffrey Race, of Suan Sunandha Rajabhat University in Bangkok, Thailand, will moderate the discussion.

For a full conference agenda and registration forms, visit:

[http://www.vietnam.ttu.edu/vietnamcenter/events/2009\\_Conference/index.htm](http://www.vietnam.ttu.edu/vietnamcenter/events/2009_Conference/index.htm).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Steve Maxner, director, The Vietnam Center, Texas Tech University,**  
(806) 773-8105 or [steve.maxner@ttu.edu](mailto:steve.maxner@ttu.edu)



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: March 13, 2009

CONTACT: Jessica Benham, [jessica.benham@ttu.edu](mailto:jessica.benham@ttu.edu)  
(806) 742-2136

## **Texas Tech's SPICE Announces Spring Invitational**

**[Eds. note: GM Babakuli Annakov from the U.S. has been replaced by GM Dashzegve Sharavdorj from Mongolia, and the General Council to the World Chess Federation is Morten Sand]**

Texas Tech University's Susan Polgar Institute for Chess Excellence (SPICE) will host the International Grandmaster Chess Tournament Monday – Sunday (March 16-22).

Opening ceremonies for the event will take place at 3:30 p.m. Monday (March 16) at Texas Tech's Southwest Collection/ Special Collections Library.

Norwegian Chess Official Morten Sand will be on hand for the opening ceremony and the first round of the tournament. Sand is General Council to the World Chess Federation, and is the first representative from the World Chess Federation to visit Lubbock.

"It's a great honor for SPICE and Texas Tech that the International Chess Federation is watching us and sending a representative to report on the tournament," said Polgar, who described the tournament as one of the most prestigious of its kind to be held in the U.S. this year.

Sand comes to Lubbock to meet with Polgar and other members of SPICE as part of a research and fact finding mission to strengthen Norway's bid to host the 2014 Chess Olympiad in Tromse, Norway.

International Master (IM) Gergely Antal, member of Texas Tech's Knight Raiders, and 14-year-old Ray Robson, one of the youngest IM's in the U.S., are among the participants in the tournament, both of whom will be competing to earn their Grandmaster (GM) status.

Other participants include IM Robert Hess from the U.S., GM Dashzegve Sharavdorj from Mongolia, GM Giorgi Kacheishvili from Georgia, and GM Timur Gareev from Uzbekistan.

"It's wonderful that Texas Tech and SPICE are able to attract players from all over the world to come play here," Truong said. "Back in 2007 no one had heard of Lubbock in terms of chess, and now we have lots of super stars of chess saying 'please invite us to

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come.' It really says something about how far SPICE has come along in the past year and a half."

The tournament is free and open to the public.

**CONTACT: Susan Polgar, director, SPICE, Texas Tech University, (806) 742-7742 or [susan.polgar@ttu.edu](mailto:susan.polgar@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 13, 2009

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

### **College of Human Sciences Announces Red to Black Financial Education Week**

The Texas Tech University College of Human Sciences Red to Black Program will host Financial Education Week March 23-27.

Members of the Red to Black organization will be around the Lubbock community and the Texas Tech campus to offer free counseling and to provide educational information on financial planning.

Red to Black is an outreach of the Division of Personal Financial Planning that provides free and confidential individual financial counseling and planning services.

Information booths will be available from 11 a.m. – 1 p.m. every day between the Student Union Building (SUB) and Texas Tech Library.

Financial Education Week events include:

#### **Monday, March 23:**

11 a.m.-1 p.m. Information booth at the SUB

11 a.m.-2 p.m. Financial check-up site in SUB Mesa Room

#### **Tuesday, March 24:**

9:30 a.m.-12:30 p.m. Information booth at South Plains Mall

11 a.m.-1 p.m. Information booth at SUB

11 a.m.-2 p.m. Financial check-up site in Fresh Plate Dining Hall in Bledsoe/Gordon/Sneed and the lobby of Chitwood/Weymouth

5-6 p.m. Turbulent times presentation in the SUB Mesa Room

#### **Wednesday, March 25:**

9-10 a.m. Identity theft presentation in the SUB Mesa Room

11 a.m. - 1 p.m. Information booth in the SUB

11 a.m. - 2 p.m. Financial check-up site in the Student Diversity Relations lobby (SUB basement)

3:30 - 4:30 p.m. Turbulent times presentation in the SUB Mesa Room

#### **Thursday, March 26:**

Noon - 1 p.m. Identity theft presentation in the SUB Mesa Room

11 a.m. -1 p.m. Information booth in the SUB

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11 a.m. – 2 p.m. Financial check-up site in the Alpha Phi Lodge (1 Greek Circle)  
3- 4 p.m. Guest speaker on investing in your 20s: Sandra Davis in the SUB Mesa Room

**Friday, March 27:**

11 a.m. -1 p.m. Information booth in the SUB

11 a.m. - 2 p.m. Financial check-up site in the Graduate School in the basement of Holden Hall

The Texas Tech Personal Financial Planning Division strives to educate students on the need to focus financial knowledge on families and the achievement of their goals.

**CONTACT: Jo Ann Altman, supervisor of college development and external relations, College of Human Sciences, Texas Tech University, (806) 742-3264 ext. 259, or [joann.altman@ttu.edu](mailto:joann.altman@ttu.edu).**



# News Release

**FOR IMMEDIATE RELEASE**

DATE: March 13, 2009

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

## **Texas Tech Development Officer Named to Leadership Texas Class of 2009**

Andrea Long Tirey, director of development for the Rawls College of Business Administration and athletics at Texas Tech University, has been selected as a member of the Leadership Texas Class of 2009.

“Tirey is one of the outstanding women leaders competitively selected from across the state to participate in the longest-running women’s leadership development program in the United States. Throughout the year-long program, she will have the opportunity broaden her perspective on our state by exploring five Texas cities and receiving cutting-edge information from renowned experts, government officials and other leaders to positively inform her work and community for years to come,” said Candace O’Keefe-Mathis, CEO of the Foundation for Women’s Resources.

About 100 women were selected for the 2009 class. The theme for the 2009 program year is “The Changing Face of Texas.” Participants will visit Austin, Texarkana, Galveston Island, El Paso and Fort Worth to examine each city’s opportunities and challenges as they pertain to three common themes– the economy, education and the environment.

Tirey, originally from Midland, has been with the Texas Tech Office of Institutional Advancement since 2006. Before beginning her career at Texas Tech, Tirey was the legislative liaison for the late State Rep. Buddy West of Odessa and the House Committee on Energy Resources.

“We’re pleased that Andrea was chosen for this wonderful leadership opportunity,” said Kelly Overley, vice chancellor for institutional advancement for the Texas Tech University System. “She does a great job for Texas Tech and I believe the experience she’ll gain in Leadership Texas will make our organization stronger.”

Leadership Texas, now in its 27<sup>th</sup> consecutive year, is the flagship program of the Texas-based foundation headquartered in Dallas. Leadership Texas is the first statewide program for women’s leadership development.



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 16, 2009

CONTACT: Jessica Benham, [jessica.benham@ttu.edu](mailto:jessica.benham@ttu.edu)  
(806) 742-2136

### **Texas Tech's SPICE Director Appointed to World Chess Federation Committee**

Susan Polgar, director of the Susan Polgar Institute for Chess Excellence at Texas Tech University, was appointed as co-chairperson of the Commission for Women's Chess by the World Chess Federation (FIDE).

Polgar, four-time women's world champion, was the first woman to earn the grandmaster title with the same qualifications as her male counterparts and the first woman to qualify for the Men's World Championship cycle. Polgar became the top woman player in the world at the age of 15.

Polgar will co-chair the Commission for Women's Chess alongside the current World Chess Champion Alexandra Kosteniuk from Russia.

"We hope to influence policies when it comes to women's events and help get sponsorships and raise visibility and recognition for women's chess," Polgar said.

Polgar has been a pioneer for women's chess since childhood and has continued since arriving at Texas Tech. She has spent the last few years focusing on promoting the game of chess rather than playing.

"I consider it a great honor that the World Chess Federation chose me as the most qualified person to co-chair the committee," Polgar said. "Women's chess has progressed tremendously in the past two decades, and it shows great promise for the future of women's chess."

The World Chess Federation is recognized by the International Olympic Committee as the supreme body responsible for the organization of chess and its championships at global and continental levels.

**CONTACT: Susan Polgar, director, SPICE, Texas Tech University, (806) 742-7742 or [susan.polgar@ttu.edu](mailto:susan.polgar@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: March 16, 2009

CONTACT: Jessica Benham [jessica.benham@ttu.edu](mailto:jessica.benham@ttu.edu)  
(806) 742-2136

**Texas Tech's SPICE Announces Spring Invitational Opening Ceremony**

WHAT: International Grandmaster Chess Tournament Opening Ceremony

WHEN: 3:30 p.m. Today (March 16)

WHERE: Southwest Collection/Special Collections Library

EVENT: Texas Tech University's Susan Polgar Institute for Chess Excellence (SPICE) announces the opening ceremony for the International Grandmaster Chess Tournament.

Norwegian Chess Official Morten Sand will be on hand for the opening ceremony and first round of the tournament. Sand is General Council to the World Chess Federation, and is the first representative from the World Chess Federation to visit Lubbock.

Sand comes to Lubbock to meet with Polgar and other members of SPICE as part of a research and fact finding mission to strengthen Norway's bid to host the 2014 Chess Olympiad in Tromse, Norway.

**CONTACT: Paul Truong, director of marketing, SPICE, Texas Tech University**  
(806) 742-7742 or [paul.truong@ttu.edu](mailto:paul.truong@ttu.edu), or [spice@ttu.edu](mailto:spice@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 16, 2009

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

### **CIA Releases Newly Declassified Assessments of Vietnam War-era Intelligence**

The CIA Center for the Study of Intelligence released six volumes of previously classified books detailing various aspects of the CIA's operations in Vietnam, Cambodia and Laos in the '60s and '70s.

The works were distributed and discussed at a weekend conference hosted in Lubbock, Texas by Texas Tech University's Vietnam Center and Archive.

The documents, penned by CIA historian Thomas L. Ahern Jr., draw on operations files as well as interviews with key participants to review American foreign policy and provide what CIA chief historian Gerald K. Haines calls a sharp analytical look at CIA programs and reporting from the field.

Ahern covers topics including the CIA's rural pacification efforts in South Vietnam, efforts to stabilize and democratize South Vietnam following the fall of President Ngo Dinh Diem, intelligence officers' failure to identify and monitor munitions supply lines to lower South Vietnam, and failed black entry insertion efforts into North Vietnam.

The books, scanned and stored on DVDs, were distributed to participants at the annual Vietnam Center Conference where this year's topic is Laos, Cambodia, and Thailand and the Vietnam War.

Steve Maxner, director of the Vietnam Center, said the documents were released at the conference to ensure that the international slate of historians and other scholars and veterans who attended the event had access to the materials.

"One of the rights that Americans take pride in is their freedom to access information," Maxner said. "The government engages in activities that must remain out of the public eye, and that means that while failures often get a lot of press, many successes don't. These books present a very honest look at both the successes and failures of the intelligence community during that time period."

Plus, it makes good reading.

"These materials are the kind of thing you see in spy books and movies, but this is the real thing," Maxner said.

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The Center for the Study of Intelligence was founded in 1974 and comprises both professional historians and experienced practitioners who work to document lessons learned from past operations, explore the needs and expectations of intelligence consumers and stimulate serious debate on current and future intelligence challenges.

Ahern was a covert operations officer in the CIA for 35 years and retired from the CIA in 1989 after five tours of duty in Asia, including three in Indochina. He was chief of base or stations in Africa, the Middle East and Europe. After retirement he joined the CIA history staff.

The Vietnam Center and Archive houses the largest collection of materials related to the conflict outside of the U.S. National Archives.

Copies of the books in PDF form are available for download here:

<http://today.ttu.edu/wp-content/uploads/2009/03/01-cia-and-the-generals.pdf>

<http://today.ttu.edu/wp-content/uploads/2009/03/02-cia-and-the-house-of-ngo.pdf>

<http://today.ttu.edu/wp-content/uploads/2009/03/03-cia-and-rural-pacification.pdf>

<http://today.ttu.edu/wp-content/uploads/2009/03/04-good-questions-wrong-answers.pdf>

<http://today.ttu.edu/wp-content/uploads/2009/03/05-the-way-we-do-things.pdf>

<http://today.ttu.edu/wp-content/uploads/2009/03/06-undercover-armies.pdf>

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Steve Maxner, director, The Vietnam Center, Texas Tech University,**  
(806) 773-8105 or [steve.maxner@ttu.edu](mailto:steve.maxner@ttu.edu)



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 18, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

### **Texas Tech Law Professor Reappointed to State Disabilities Committee**

Gov. Rick Perry has appointed six members to the Governor's Committee on People with Disabilities for terms to expire Feb. 1, 2011.

Reappointed to the committee is Brian D. Shannon, the Charles "Tex" Thornton professor of law at the Texas Tech University School of Law.

The committee works to ensure that Texans with disabilities have full and equal access to lives of independence, productivity and self determination.

Shannon is president of the Lubbock County Bar Association and an elected member of the American Law Institute. He is a member of the American Bar Association, Lubbock Regional Mental Health and Mental Retardation Center Board of Directors and Lubbock Dispute Resolution Center Advisory Board. He also is Texas Tech's faculty athletics representative to the NCAA and Big 12 Conference. Shannon served in the U.S. Air Force, and received a bachelor's degree from Angelo State University and a law degree from the University of Texas at Austin.

Other reappointments include Joe Bontke of Houston, Daphne Brookins of Fort Worth and David A. Fowler of Katy. New appointees include Alan Babin Jr. of Round Rock, who replaces Shane Whitehurst of Austin; and Bobby Z. "Robby" Holcomb Jr. of Mount Pleasant, who replaces Roland Guzman of San Antonio.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Brian Shannon, Charles "Tex" Thornton professor of law, Texas Tech University School of Law, (806) 742-3990 ext. 259, or [brian.shannon@ttu.edu](mailto:brian.shannon@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 19, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

### **Rawls College of Business Grad and Undergrad Programs Nationally Recognized** Bachelor's program and physicians' MBA are ranked by national publications.

Two national publications have ranked programs in Texas Tech University's Rawls College of Business as front-runners in their areas of education.

Modern Healthcare's 2008 survey of business graduate schools for physician-executives has ranked Rawls' MBA for physicians program at 19 among schools offering similar MBAs.

Programs are ranked on five factors: length of time to complete (the shorter the program, the higher the rank); cost of total tuition (the lower the tuition, the higher the rank); number of days students must spend on campus (the fewer the days, the higher the rank); age in years of each program (the older the program, the higher the rank); and number of total graduates. The five rankings are totaled, with the lowest score getting the highest final rank.

Rawls College undergraduate programs were ranked 77<sup>th</sup> in the 2009 Business Week annual ratings of programs. This places the Rawls College's Bachelor of Business Administration programs in the top 5<sup>th</sup> of all accredited business programs.

In 2007 the Rawls College was ranked 83. In 2008 too few seniors responded for ranking. See the 2009 rankings at [www.businessweek.com/bschools/rankings/](http://www.businessweek.com/bschools/rankings/).

Texas Tech's undergraduate business programs were rated ahead of Oklahoma (81), Colorado (83), Iowa State (92), Nebraska (96), and Oklahoma State (Unrated). The ranking was very near Missouri (74) and Iowa (76), but behind the University of Texas at Austin (10) and Texas A&M University (37).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Donald K. Clancy, professor and senior associate dean, Rawls College of Business, Texas Tech University, (806) 742-3183 or [don.clancy@ttu.edu](mailto:don.clancy@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 23, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

### **Texas Tech's Sowell Center Hosts Dutch Expert in Deafblind Education**

How does one educate a child who is both deaf and blind? As a parent or teacher, reaching and teaching children with dual sensory impairments remains an ongoing struggle.

Texas Tech University's Virginia Murray Sowell Center for Research and Education in Visual Impairment is hosting Dutch educator Jan van Dijk for a seminar and workshop March 30-31 at the Region 17 Education Service Center, 1111 West Loop 289.

With more than 40 years of experience in working with students who are deafblind, their educational teams and families, van Dijk will help educators and parents unlock the mysteries of teaching students with dual sensory impairments.

During the two-day workshop, "Using Child-Guided Strategies for Assessment of Students Who Are Deafblind or Those with Multiple Disabilities," he will individually assess what children who cannot communicate for themselves may be communicating through their behaviors.

Representatives from the Division of Blind Services, Texas School for the Blind and Visually Impaired, and Regional Service Centers, as well as teachers and parents are expected to attend to observe his direct assessments of children and to learn about practical approaches that can be used to teach, communicate and enhance the lives of students with deafblindness.

Amy Parker, a research associate in Texas Tech's College of Education, said that sometimes, in rural regions of the country, it is hard to find professionals with in-depth knowledge of certain unique disabilities.

"Dr. van Dijk brings a wealth of experience, humor and compassion to his lectures and assessment of children," said Parker.

"The really great thing about this event is that he will be working with children directly as the audience watches and learns. This will be a hands-on approach to assessment and teaching. He will also explain what he is doing to assess the students and why he is using the methods that he uses. So not only will audience members learn about strategies that they can use, the children who are participating will come out of the experience with

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assessments that their teachers can use for planning instruction.”

Training will feature direct assessment with students with conversation about approaches used. Topics will include: biobehavioral states, orienting responses, habituation, developing anticipation with children, routines-based learning, social interactions, communication and problem solving.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Amy Parker, research associate, College of Education, Texas Tech University, (806) 445-6836, or [parkeamy@gmail.com](mailto:parkeamy@gmail.com).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 23, 2009

CONTACT: Abby Tomlinson, [abby.tomlinson@ttu.edu](mailto:abby.tomlinson@ttu.edu)

(806) 742-7115 ext. 246

### **Nationally Recognized Artists to take part in Junction Summer Art Program**

Several nationally known artists will be the highlight of the Summer Art Education Program at Texas Tech University Center at Junction this year.

Funds from the College of Outreach and Distance Education and the College of Visual and Performing Arts will allow Helen Klebesadel, a watercolorist; Jamie Dominguez, known for his work using indigenous firing methods; and several others to attend summer sessions as guest artists and teachers.

Future Akins-Tillett, coordinator for the Master of Art Education program, said that the attendance of nationally recognized artists to the summer program is invaluable to both students and the program itself.

“Junction is a unique environment of intensity and focus,” Akins-Tillett said. “It is a community of artistic and scholarly practice. These artists will bring national attention to both the location and the program.”

Akins-Tillett said that the experience will be beneficial to students because it will allow them to have more diverse viewpoints for criticism while allowing them to observe the working style of master artists.

Alumni from the Master of Art Education program have been invited for a long weekend at TTU Center at Junction June 11-14 to take part in a discussion on balancing leadership, artistic practice and family obligations.

“We hope to initiate dialogue across disciplines and careers,” Akins-Tillett said of the decision to invite both professional artists and alumni to summer events.

Interested students can enroll in studio-based courses during the summers at Junction for personal enrichment or in pursuit of a Master of Art Education. The format of the Master of Art Education program is unique because it is the only program in Texas that combines online instruction during the fall and spring semesters and face-to-face studio coursework during the summers in Junction.

For details, visit [www.de.ttu.edu/taea](http://www.de.ttu.edu/taea).

**CONTACT: Michele Moskos, marketing director, College of Outreach and Distance Education, (806)742-7202 ext. 276, or [michele.moskos@ttu.edu](mailto:michele.moskos@ttu.edu).**

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TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

Date: March 23, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)

### **Texas Tech Law Review Hosts ‘Excuses and the Criminal Law’ Symposium**

Daylong event will address questions in legal, justice systems.

Texas Tech University’s Law Review will host its annual Criminal Law Symposium, featuring the topic Excuses and the Criminal Law, from 9 a.m. to 5:30 p.m. April 3 in the School of Law Lanier Center Auditorium at 18<sup>th</sup> Street and Hartford Avenue.

According to Professor Arnold Loewy, the George Killam Professor of Criminal Law at Texas Tech, the issue of excuses has been both mystifying and tantalizing to criminal law theorists and philosophers.

“Are excuses necessary to keep the innocent from being convicted, or conversely, are they a means by which the guilty escape their just punishment?” Loewy asked.

This year’s symposium explores four major questions:

1. Is there really a difference between justifications and excuses, or did the academics make it up?
2. In general, should excuses be construed broadly or narrowly?
3. In general, should excuses be complete or partial?
4. What is the proper scope of the insanity defense?

Nationally and internationally known law professors and theorists are scheduled to present at the symposium. A detailed speaker schedule is available at [www.texastechlawreview.org/events/symposium/speakerinfo.html](http://www.texastechlawreview.org/events/symposium/speakerinfo.html).

For participants seeking Texas Continuing Legal Education (CLE) credit, registration is \$65, which includes lunch. For government employees seeking CLE credit, registration is \$50, which includes lunch. Students may attend the symposium at no charge; attendance at the lunch event is \$16.95. Texas CLE credit is seven participatory hours and one ethics hour.

Registration at the Law School is available March 23 through April 2. Early registration and additional details also are available on the Texas Tech Law Review’s Web site at [www.texastechlawreview.org/events/symposium/index.html](http://www.texastechlawreview.org/events/symposium/index.html). Students and government employees must register at the Law School or by emailing [se@texastechlawreview.org](mailto:se@texastechlawreview.org).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

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**CONTACT: Chauncey Lane, symposium editor, Texas Tech University School of Law, (806) 742-3990 ext. 291, or [se@texastechlawreview.org](mailto:se@texastechlawreview.org).**



# Advisory

**FOR IMMEDIATE RELEASE**

DATE: March 24, 2009

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

## **Texas Tech Sets First Community Engagement Conference**

WHAT: Community Engagement Conference

WHEN: 8 a.m.–6 p.m. Friday (March 27)

WHERE: Student Union Building on the Texas Tech campus

EVENT: The conference, “Community-Engaged Scholarship: What Does it Mean and Why Does it Matter,” features speakers who will bring a national perspective on community engagement. Texas Tech University, Angelo State University and the Texas Tech Health Sciences Center all will participate. The conference is open to the public.

In 2006, Texas Tech was one of the first 62 institutions and the first university in Texas to earn the Carnegie Foundation’s classification for Community Engagement. In 2007 and 2008 the university was named to the Corporation for National and Community Service President’s Higher Education Community Service Honor Roll. Texas Tech is one of 20 institutions in the state to receive the 2008 honor.

Keynote presentations:

- Carnegie’s 2008 Community Engagement Classification: Profile of Institutional Strengths and Challenges presented by Amy Driscoll, consulting scholar at the Carnegie Foundation for the Advancement of Teaching.
- Service Learning: Strengthening Higher Education and Closing the Gaps, presented by Patricia Paredes, executive director of the Texas Campus Compact.
- Engaging Engagement: The Kentucky Experience presented by Phil Greasley, associate provost for university engagement at the University of Kentucky.

Registration fees are \$45 for faculty and staff; \$25 for students and \$65 for all others. The fee includes a continental breakfast, breaks, a luncheon and closing reception. For more information or to register go to [www.depts.ttu.edu/ode/outreach/conferences/engagement-conference.php](http://www.depts.ttu.edu/ode/outreach/conferences/engagement-conference.php).

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**CONTACT: Birgit Green, director of outreach, Texas Tech College of Outreach and Distance Education, (806) 742-7202 ext. 237, or [birgit.green@ttu.edu](mailto:birgit.green@ttu.edu).**

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TEXAS TECH UNIVERSITY SYSTEM

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: March 24, 2009

CONTACT: David McClure, david.mcclure@ttu.edu  
(806) 742-0012

**Major Media Company Executive Speaks to Texas Tech Students**

**WHAT:** Chancellor Kent Hance will interview Dunia Shive, president and chief executive officer of Belo Corp., owner of the Dallas Morning News and other numerous other media outlets, as part of the Chancellor's Senior Seminar class.

**WHEN:** 2-2:50 p.m. Wednesday (March 25)

**WHERE:** Room 169, Human Sciences Building, Texas Tech University campus

**EVENT:** Shive, a Texas Tech graduate, was named president and chief executive officer of Belo Corp. in February 2008. Previously, she served as president and chief operating officer with responsibility for executing Belo's strategy across the company's legacy and Internet businesses. Shive also has served as the president for media operations with oversight of all of Belo's television, cable news and interactive media operations, two of the company's three major newspapers, The Providence Journal and The Press-Enterprise, and Belo's Capital Bureau in Washington, D.C.

Shive joined Belo as corporate controller in 1993. She holds a Bachelor of Business Administration in accounting from Texas Tech and has completed executive education courses at Harvard Business School and Stanford Graduate School of Business. In 2008, she was recognized as a Distinguished Alumnus by Texas Tech.

**MEDIA:** Shive and Hance will be available for interviews.

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TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: March 24, 2009

CONTACT: Kelly Kleinsteuber, [kelly.kleinsteuber@ttu.edu](mailto:kelly.kleinsteuber@ttu.edu)  
(806) 742-2136

**Texas Tech Jazz Festival Hosts  
DIZZY GILLESPIE™ ALUMNI ALL-STARS**

Texas Tech University Jazz Festival will feature the DIZZY GILLESPIE™ ALUMNI ALL-STARS at 8 p.m. April 4 in the Allen Theatre in the Student Union Building on Texas Tech campus.

DIZZY GILLESPIE™ ALUMNI ALL-STARS will perform as part of the Presidential Lecture & Performance Series offered by the College of Visual and Performing Arts. In 1998, the Alumni All-Stars formed to continue Dizzy Gillespie's legacy by performing his classic big-band repertoire. They recorded four critically-acclaimed CDs and played in major venues and jazz festivals around the world.

"The Presidential Lecture and Performance Series is delighted to present this legendary band of outstanding musicians," said series administrator Jo Moore. "If you are a fan of big band music, you don't want to miss this opportunity to hear jazz at its best."

The Presidential Lecture & Performance Series was created to enrich the lives of Texas Tech University students and the Lubbock community.

Tickets are \$12 for general admission inclusive of the service fee. Call Select-A-Seat at (806) 770-2000.

CONTACT: Jo Moore, administrator for the Presidential Lecture & Performance Series, (806) 742-0700 ext. 239, or [jo.moore@ttu.edu](mailto:jo.moore@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 24, 2009

CONTACT: Jessica Benham, [jessica.benham@ttu.edu](mailto:jessica.benham@ttu.edu)  
(806) 742-2136

### **Texas Tech's Equestrian Team Earns Individual, Team Titles**

Ten riders from Texas Tech University's Equestrian Team, the most in school history, are preparing to compete April 5 at the Intercollegiate Horse Show Association (IHSA) Hunt Seat Zone 7 Championship in Cheyenne, Wyo. where they will vie for a shot at the national championship in their respective disciplines.

The riders qualified for the IHSA regional championships during a pair of March competitions.

"The ten riders that individually qualified for the Regional Championships this year are the most we've ever had," said Robin Morris, a graduate student in the Department of Animal and Food Sciences and the team's coach. "We look forward to sending many riders to the national championship."

The IHSA National Championship show will be held April 23-26 at Middle Tennessee State University in Murfreesboro, Tenn.

The team competed at the IHSA Zone 7, Region 2 Hunt Seat Regional Championships March 1 at West Texas A&M University and the IHSA Zone 7, Region 2 Western Regional Championships March 8 at the Texas Tech Equestrian Center.

Texas Tech had two individual qualifiers at the IHSA Hunt Seat Regional Championships. Lindsey Mortimer, a junior general studies major from Austin, won the Intermediate Hunt Seat Equitation on the flat and was the Reserve Champion in Intermediate Hunt Seat Equitation over fences. Chelsea Hosmer, a sophomore marketing major from Tucson, Ariz., was the Reserve Champion in the Novice Hunt Seat Equitation on the flat and placed fourth in the Novice Hunt Seat Equitation over fences.

At the IHSA Western Regional Championships, the Texas Tech Western team earned the title of Reserve Champion Team for Zone 7, Region 2. The team also had eight individuals qualify for the Regional Championship:

Alicia Daugherty, a junior agricultural communications major from Alpine, won championship honors in both the Open Reining and the Open Western Horsemanship. Chelsea Campbell, a freshman agricultural communications major from Hereford, earned

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the title of Advanced Western Horsemanship Champion, and Amanda Cage, a senior animal science major from Ponder, placed third.

Kelsey Lieurance, a freshman animal science major from El Paso, was named the Novice Western Horsemanship Champion, and teammate Jessica Jarvis, a sophomore animal science major from Spearman, earned the reserve championship. Stacy Jobe, a sophomore biology major from Columbus, was named the Intermediate Western Horsemanship Champion, and Cristina Talcott, a junior landscape architecture major from New Braunfels, earned the reserve championship. Cheryl Hensley, a senior animal science major from Lubbock, captured the Beginner Western Horsemanship Reserve Championship.

**CONTACT: Robin Morris, coach, Equestrian Team, Texas Tech University, (806) 742-2805 or [robin.k.morris@ttu.edu](mailto:robin.k.morris@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: March 24, 2009

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

**Undergraduate Students Find More Texans Backing Obama, Hating Stimulus,  
Through Recent Earl Survey Telephone Inquiry**

- WHAT: Announcement of Texas voters' opinion survey
- WHEN: 10:15 a.m. Wednesday (March 25)
- WHERE: Room 107 of Holden Hall, located at the corner of Broadway and Akron Avenue on the Texas Tech campus
- EVENT: For a Republican-leaning state, more Texas voters seem to be in support of President Barack Obama but hate the idea of his economic recovery plan, according to a Texas Tech University Political Science Department poll of voting-aged Texans.

Political science majors polled about 580 Texans across the state from Feb. 16-March 8. The students will discuss their findings during a news conference.

The survey was administered at the Earl Survey Research Lab in the Department of Political Science at Texas Tech. Assistant professor Cindy Rugeley is instructor of the class.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Cindy Rugeley, assistant professor of political science, Department of Political Science, Texas Tech University, (806) 742-4081 ext. 223, or [cindy.rugeley@ttu.edu](mailto:cindy.rugeley@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: March 26, 2009

CONTACT: Sarah Whetstone, [sarah.whetstone@ttu.edu](mailto:sarah.whetstone@ttu.edu)

(806) 742-2136

## **Texas Tech Architecture Dean Receives Global Vision Award**

The International Cultural Center at Texas Tech University named Andrew Vernooy, academic dean in the College of Architecture, the recipient of the 2009 Global Vision Award. Texas Tech University President Guy Bailey presented the award on behalf of the center.

The annual award, which was first given in 2003, recognizes a faculty member whose contributions have inspired students to study and experience cultures abroad as well as encourage a broader understanding of the world on campus.

The architecture college is leading the way in study abroad opportunities for students. Vernooy has incorporated a curriculum in which each student is required to take one studio course abroad, ultimately sending each student that passes through his program out of the country. Currently, architecture has five programs per year taking approximately 80 students abroad.

“Study abroad programs are a critical element of internationalizing a campus,” Bailey said. “International exposure serves to dramatically expand a student’s horizons.”

Three runners-up for the award are Norm Hopper, associate academic dean of the College of Agricultural Sciences and Natural Resources; Jorge Ramirez, professor in the Texas Tech University School of Law; and Cathy Duran, associate academic dean of the Rawls College of Business Administration.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Sandra Crosier, director of study abroad programs, Office of International Affairs, Texas Tech University, (806) 742-3667, or [sandra.crosier@ttu.edu](mailto:sandra.crosier@ttu.edu).**



# News Release

**FOR IMMEDIATE RELEASE**

DATE: March 26, 2009

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

## **Texas Tech, McLennan Community College Announce Partnership**

McLennan Community College (MCC) and Texas Tech University at 4 p.m. today (March 26) will announce a partnership that will create new undergraduate and graduate degree options for Central Texas-area residents. The announcement will be made at a news conference in the new Dennis F. Michaelis Academic Center.

The new programs will be offered through the University Center at MCC. University Centers allow four-year universities to offer courses on community college campuses.

"I have sensed an air of excitement at MCC and in our community since the beginning of discussions with Texas Tech about the possibility of TTU offering degrees on the MCC campus at the University Center," said Dennis Michaelis, MCC president. "This formal announcement and signing of a Memorandum of Understanding are important milestones for the people of Central Texas as the degree offerings at the MCC University Center continue to expand. All of us look forward to an outstanding partnership with Texas Tech."

Courses initially will be offered through distance education, but plans are in place to add Texas Tech faculty and staff to the center.

"By partnering with outstanding community colleges we can build on the already fine educational opportunities at MCC to allow individuals to finish a quality four-year or graduate degree without leaving the Waco area," said Guy Bailey, Texas Tech President. "I look forward to our partnership with MCC becoming a model that we can replicate across Texas."

The agreement will allow MCC students to seamlessly transfer course work to Texas Tech. Those who already have an undergraduate degree can enroll in graduate programs.

For more information on the partnership announcement, contact Lisa Wilhelmi, director, Office of Community Relations for MCC at (254) 299-8640 or Sally Logue Post, director, Office of Communications and Marketing at Texas Tech at (806) 742-2136.



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

**DATE:** March 26, 2009

**CONTACT:** Leslie Cranford; [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

## **Texas Tech School of Law Teams Earn National Competition Berths**

For the first time since 2000, both Texas Tech University School of Law moot court teams have won regional rounds of the American Bar Association National Appellate Advocacy Competition, earning them bids to Chicago for the national finals in April.

Rob Sherwin, director of Advocacy Programs and coach of the teams, said the regional rounds, which took place March 12-14, attracted some of the top appellate advocacy talent in the country.

“Neither of our teams lost a round the entire weekend,” Sherwin said. “It was a dominating performance by Texas Tech law.”

The third-year-law trio of Vanessa Burgess, of Washington, D.C.; Julie Goen, of Seminole; and Sally Pittman (brief writer), of Spearman, defeated Atlanta’s John Marshall Law School, Cornell University, Barry University (twice) and the John Marshall Law School in Chicago en route to its championship.

Their classmates – Rickie Cayton, of Killeen; Matthew Luensmann, of Saint Hedwig; and Brandon Durrett (brief writer) of Lubbock – all third-year law students – beat the University of Georgia, Atlanta’s John Marshall Law School, Brigham Young University, University of Houston and Florida Coastal University to claim their trophy.

Individually, Durrett’s brief placed third overall. Luensmann won the fourth-best oralist award, while Cayton won eighth.

Sherwin said the problem for this year’s competition was incredibly complex, dealing with the issues of war powers and whether congressmen have the ability to sue the president.

“The component of national security law provided us with a distinct advantage over other law schools that don’t have the military law faculty that we do,” Sherwin said. “I’m convinced that had it not been for the help of our amazing faculty, these two wins would not have been possible.”

The competition started with 187 teams, the largest moot court competition ever. The national finals will play host to the four champions from each of the six regional competitions, for a total of 24 teams.

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Texas Tech and University of California, Hastings were the only two schools to qualify both of their squads for the national finals.

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**CONTACT: Robert Sherwin, director of Advocacy Programs, Texas Tech University School of Law, (806) 742-3787 ext. 259, or [robert.sherwin@ttu.edu](mailto:robert.sherwin@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 26, 2009

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

### **Texas Tech Researchers Say Plagiarism Programs Don't Pass Grade** Electronic assistance may cost more than human detection experience.

Because a quick mouse click can make plagiarism an easy-out option for students on deadline, companies have created software programs that claim to help instructors discover dishonestly applied discourse in assignments.

However, a recent study of two programs by researchers at Texas Tech University found that two electronic eyes don't have the 20/20 vision they claim for seeing "borrowed" copy.

As part of the Provost's Integrity Matters initiative at Texas Tech, Kathleen Gillis, director of the University Writing Center, and Susan M. Lang, director of first-year composition, headed a group to look into the pros and cons of two plagiarism detection services – Turnitin and Blackboard's service, SafeAssign.

Their findings caused the team to seriously consider the benefits and liabilities of either program.

"Each program is capable of finding words, phrases and paragraphs that match words, phrases and paragraphs in their respective databases," Gillis said "However, simple matching techniques neither prove nor disprove plagiarism. Identifying matching sets of words is not a good way to identify plagiarized texts. Therefore, neither program seems 'best' at what it promises to do."

To begin, Lang said researchers used Turnitin and SafeAssign – called SafeAssignment at the time – to check a randomly selected batch of 200 papers on similar topics from the first-year writing program's online database of student work. Then, the team performed a more thorough analysis with a smaller sample of these papers to see what each service flagged. Finally, they repeated this process with another 200 papers.

Sometimes one program would detect potentially unoriginal material another would overlook. Poor paraphrasing, incorrect mechanics in citation or identical wording frequently created false positives, they said.

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While Turnitin marked more instances of potentially unoriginal material than SafeAssign, Lang said Turnitin didn't necessarily find the correct source for the material, or only cited one source when a Google search of a known plagiarized phrase may have pulled up eight possibilities. That could make it difficult for a professor to prove plagiarism. Also, it tended to flag jargon use, such as "a recent study by" or "global warming."

"Take the phrase 'while many scholars have examined,'" Gillis said. "If a student paper contained this phrase and was submitted to Turnitin or SafeAssign, both databases would tag the student's paper as plagiarized because the chances are high that such a phrase already exists in each database. Our research revealed that Turnitin tends to flag more of these sorts of phrases. SafeAssign tends to look for longer strings of phrases."

Both programs' marketing includes claims of checking for originality. But Lang said originality doesn't necessarily mean good writing. Neither product seemed to take into account the audience, purpose, grammar, vocabulary or tone, which she deemed just as important to the writing process.

Also, Lang said she was irked with both programs' color-coding method for originality. Both programs use green to signify if they flag 25 percent or less of the paper's content as potentially unoriginal work. If the programs flag 26 to 50 percent of a paper's content, the paper falls to a yellow. Orange and red signify papers flagged with 51 percent to 75 percent and 76 percent to 100 percent respectively. SafeAssign even adds a white category if only up to 10 percent passes as original material.

Lang likened the color-coding to the Homeland Security Terror Threat model, saying it seemed to encourage users to fear plagiarism.

"I could take 500 words from somewhere, drop that into a 2,000-word essay and still get a green pass with this," Lang said. "What draws institutes of higher education to use these types of programs are the promises they make. But logically, the more papers that are put in the systems, the more chances you have at getting a match. So, you may get nothing back but five or eight different student papers with the same phrases. Thus, you just spent a lot of money to find out that students across the country write using similar words about similar topics. Big surprise there."

Both Lang and Gillis say neither program substitutes for actually reading the students' papers. Lang said many instructors can catch suspected plagiarism by hearing the change in tone and voice in the papers and then plugging suspect phrases into Google for free.

"In the end, students are really cheating themselves by choosing to plagiarize," she said. "Writing is never easy. And by plagiarizing someone else's work, students aren't practicing critical thinking skills."

**CONTACT: Kathleen Gillis, director, University Writing Center, Texas Tech University, (806) 742-2500 ext. 282, or [kathleen.gillis@ttu.edu](mailto:kathleen.gillis@ttu.edu), Susan Lang, director of first-year composition, (806) 742-2500 ext. 272, or [susan.lang@ttu.edu](mailto:susan.lang@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

Date: March 27, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)

### **Texas Tech Law Professor Garners State Bar Publishing Award**

Texas Tech University School of Law professors are steadily gaining recognition as some of the best legal writers in Texas by consistently winning the state's top legal writing award.

Professor Alison Myhra's article on the tort liability of pharmacists who fail to counsel patients on the potential risks of prescribed medications, published in the University of Texas "Review of Litigation," has been selected as the Texas Bar Foundation's Outstanding Law Review Article for 2008. The award is presented annually to designate the most important and best-written legal article published in Texas.

"This award, for the most outstanding legal scholarship published in Texas during 2008, is the most prestigious legal scholarship award given in our state and is a significant personal tribute to Professor Myhra," said Walt Huffman, dean of the Texas Tech School of Law.

"This is the third time in the last five years that a Texas Tech University School of Law professor has won this most important award," Huffman said, "and we thank Alison – as we did Professors Brian Shannon and Larry Spain in prior years – for bringing this distinction to our law school."

Shannon won the award in 2007 and Spain won the award in 2005. Shannon also won the award in 2002.

In addition to recognizing Myhra's efforts, the Texas Bar Foundation will donate \$1,000 to the University of Texas law school's scholarship fund in recognition that the article was published in the university's "Review of Litigation."

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Casey Carson, director of alumni relations, Texas Tech University School of Law, (806) 742-3990 ext. 315, or [casey.carson@ttu.edu](mailto:casey.carson@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: March 30, 2009

CONTACT: Leslie Cranford; [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

**Annual Hands for Hope Walk to Raise Funds for Autism Center**

WHAT: Hands for Hope 2009: A Walk for Autism Awareness

WHEN: 2 p.m. Sunday (April 5)

WHERE: Willie McCool Track and Field, Coronado High School, 34<sup>th</sup> Street and Vicksburg Avenue

EVENT: The Burkhart Center for Autism Education and Research at Texas Tech University will host its annual fundraising walk. The event encourages participants to walk or run, play games, listen to music and generally enjoy a fun-filled afternoon as well as to raise money for programming for the Burkhart Center for Autism.

Proceeds from this event fund the Center's eight Family Fun Days, provide two weeks of summer camp for children with ASD, and support the monthly Parents' Night Out as well as many other programs at the center.

Participants may register individually or as a team online at [www.burkhartcenter.org](http://www.burkhartcenter.org). Registration forms also may be submitted by mail to the Burkhart Center for Autism Education and Research, Texas Tech College of Education, Attn: Hands for Hope Walk 2008, Box 41071, Lubbock, TX, 79409-1071.

CONTACT: **Stacy Poteet, walk coordinator, Burkhart Center for Autism Education and Research**, (806) 742-1998, ext. 458, [stacy.poteet@ttu.edu](mailto:stacy.poteet@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: March 30, 2009

CONTACT: Jessica Benham, [jessica.benham@ttu.edu](mailto:jessica.benham@ttu.edu)  
(806) 742-2136

### **SPICE Hosts 2<sup>nd</sup> Annual Lubbock Open Scholastic Chess Championship**

Texas Tech University's Susan Polgar Institute for Chess Excellence (SPICE) will kick off the 2<sup>nd</sup> Annual Lubbock Open Scholastic Chess Championship at 11 a.m. April 18 at Monterey High School.

The championship is a four-round Swiss System Tournament and will be rated by the United States Chess Federation (USCF).

Games are played in four sections including primary (K-2), elementary (K-5), middle school (K-8) and high school (K-12).

Paul Truong, director of marketing for SPICE, said the tournament is the flagship open chess tournament for the city of Lubbock.

"In its first year, the Lubbock Open drew 109 players," Truong said. "We aim to consistently increase the number of participants each year. Our goal is to reach 500 players for this championship within the next five years and eventually reach the 1,000 player mark."

Trophies will be awarded to the top 10 individuals and top three teams in each section. Special chess prizes also will be awarded to the top three finishers and top female in each section. Awards will be handed out at the end of the last game around 4:30 p.m.

On-site registration and check in will take place from 9 -10:30 a.m. Registration is \$10 before April 1, and \$20 after. A valid USCF membership is required for registration and can be obtained at [www.uschess.org](http://www.uschess.org) or on the day of the tournament before 10 a.m.

**CONTACT: Paul Truong, director of marketing, SPICE, Texas Tech University,**  
(806) 742-2136, or [paul.truong@ttu.edu](mailto:paul.truong@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: March 31, 2009

CONTACT: Jeannie Diaz, [jeannie.diaz@ttu.edu](mailto:jeannie.diaz@ttu.edu)  
(806) 742-1095

## **Texas Tech Undergraduate Research Conference Set**

The Center for Undergraduate Research, in conjunction with Texas Tech University /Howard Hughes Medical Institute (TTU/HHMI) Undergraduate Research Scholars Program will host the Texas Tech University Undergraduate Research Conference Wednesday-Friday (April 1-3) in the Croslin Room in the university Library.

The Undergraduate Research Conference will include poster and oral presentations from undergraduate students who are engaged in research with faculty mentors and whose work is supported through the Center for Undergraduate Research and TTU/HHMI.

Poster set up is scheduled from 1-6 p.m. Wednesday (April 1). Student posters will be on display in the Croslin Room all day Thursday and until 5 p.m. Friday. Conference activities include peer poster presentations, oral and poster presentations, a luncheon and a Research Symposium for poster presentations from 3-5 p.m. Friday.

Students presenting research represent a wide range of majors from departments across the campus. For more information, please contact Jeannie Diaz at (806) 742-1095.

-30-



# News Release

**FOR IMMEDIATE RELEASE**

DATE: March 31, 2009

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

**Experts: Plagiarism Programs Not Perfect at Detecting Pilfered Content**

Texas Tech University researchers put Turnitin and SafeAssign to the test.

Because a quick mouse click can make plagiarism an easy-out option for students on deadline, companies have created software programs that claim to help instructors discover dishonestly applied discourse in assignments.

However, a recent study of two programs by researchers at Texas Tech University found that two electronic eyes don't have the 20/20 vision they claim for seeing "borrowed" copy.

Kathleen Gillis, director of the University Writing Center, and Susan M. Lang, director of first-year composition, headed a group to look into the pros and cons of two plagiarism detection services – Turnitin and Blackboard's service, SafeAssign. Their findings caused the team to seriously consider the benefits and liabilities of either program.

The full story is available at <http://today.ttu.edu/2009/03/plagiarism-research/>.

**BONUS FEATURES:**

To download broadcast-quality interviews or high-resolution photos:

Windows:

1. Go to My Computer
2. At the address bar at the top, copy and paste the ftp address <ftp://129.118.56.46>
3. Type in username: **media**, password: **matador23**
4. The files should show up now and you can drag and drop to your desktop as needed.

Mac:

1. When you are at your desktop, click on **Go** at the top and then **Connect to Server...**
2. Copy and paste <ftp://129.118.56.46>
3. Type in username: **media**, password: **matador23**
4. The files should show up now and you can drag and drop to your desktop as needed.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Kathleen Gillis, director, University Writing Center, Texas Tech University, (806) 742-2500 ext. 282, or [kathleen.gillis@ttu.edu](mailto:kathleen.gillis@ttu.edu), Susan Lang, director of first-year composition, (806) 742-2500 ext. 272, or [susan.lang@ttu.edu](mailto:susan.lang@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: March 31, 2009

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

**Texas Tech's 25<sup>th</sup> Annual Conference on Advancement of Women in Higher Education Examines Cultural, Social Aspects of Gender, Identity**

- WHAT:** Innovation, Migration and Transference: Voices, Gender and Expression in the Changing World
- WHEN:** 5:30 p.m. Thursday (April 2) and 8 a.m. Friday (April 3)
- WHERE:** The Student Union Building and Lubbock Memorial Civic Center
- EVENT:** The conference includes papers, exhibits and panel discussions examining the cultural and social construction of gender and identity issues and is free and open to the public.

Texas Tech faculty members Carol Flueckiger and Jennifer Snead will discuss their women's history-based research at 5:30 p.m. April 2 in the Mesa Room of the Student Union Building, 15<sup>th</sup> Street and Akron Avenue. All campus events are held on the second floor of the Student Union Building.

Following 8:30 a.m. check-in Friday, feminist organizer Shelby Knox will deliver a morning address. Knox, known for her documentary film "The Education of Shelby Knox," has continued speaking nationally about sex education, gay rights and the next generation of feminism.

Academic paper and poster sessions will run from 8 a.m. to 1 p.m. Friday, followed by a brown bag film viewing of the documentary film "Sisters of '77," which covers the 1977 National Women's Conference in Houston.

At 4:30 p.m. Friday, American feminist icon Gloria Steinem will serve as keynote speaker at the Lubbock Memorial Civic Center. General admission tickets to Steinem's speech are \$10 apiece. Tickets are available by calling 770-2000 or [www.selectseatlubbock.com](http://www.selectseatlubbock.com). For more information, call (806) 742-4335, or visit [www.depts.ttu.edu/wstudies](http://www.depts.ttu.edu/wstudies).

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**CONTACT: Tricia Earl, coordinator of the Women's Studies Program, Texas Tech University, (806) 742-4335 ext. 392, [patricia.a.earl@ttu.edu](mailto:patricia.a.earl@ttu.edu).**